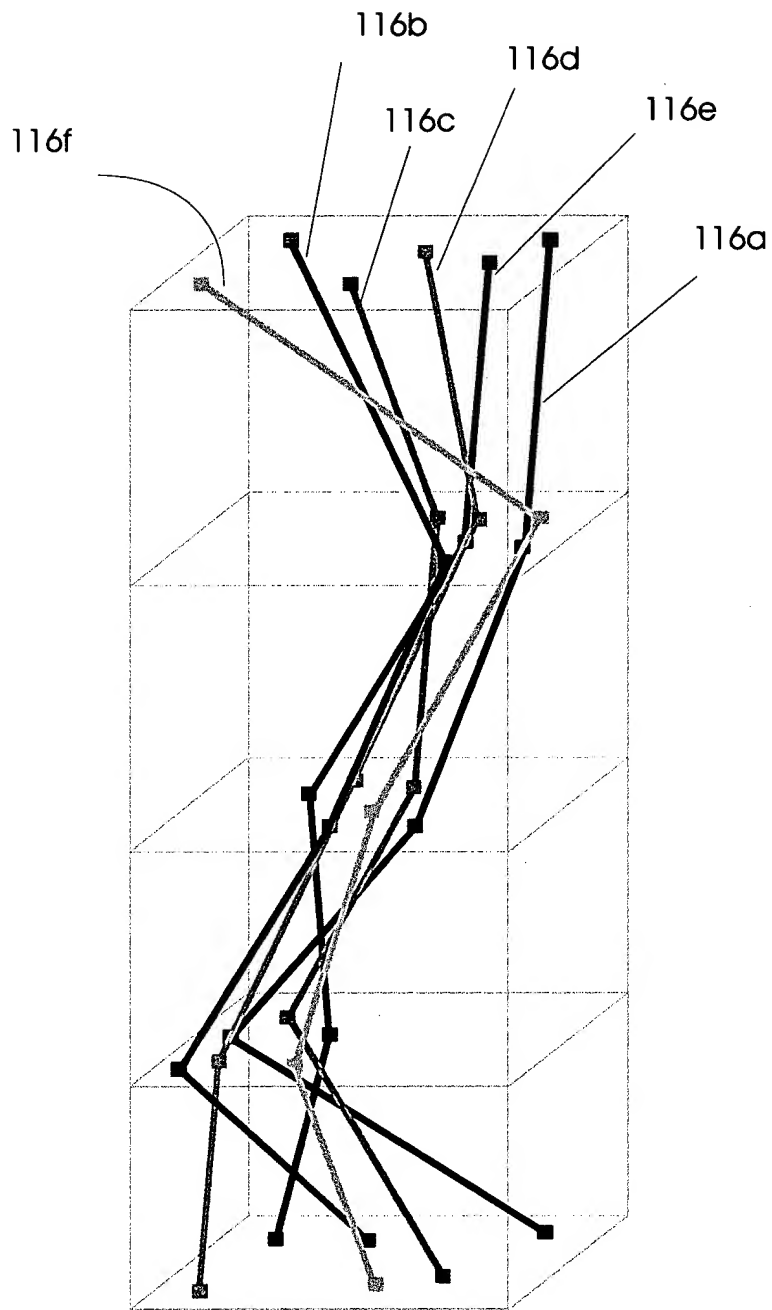


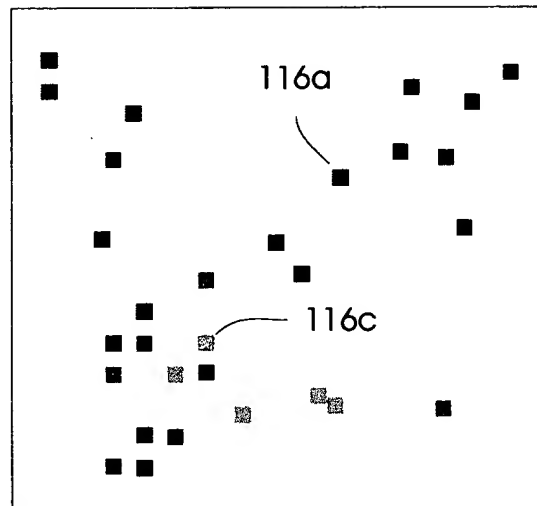
A

Figure 1



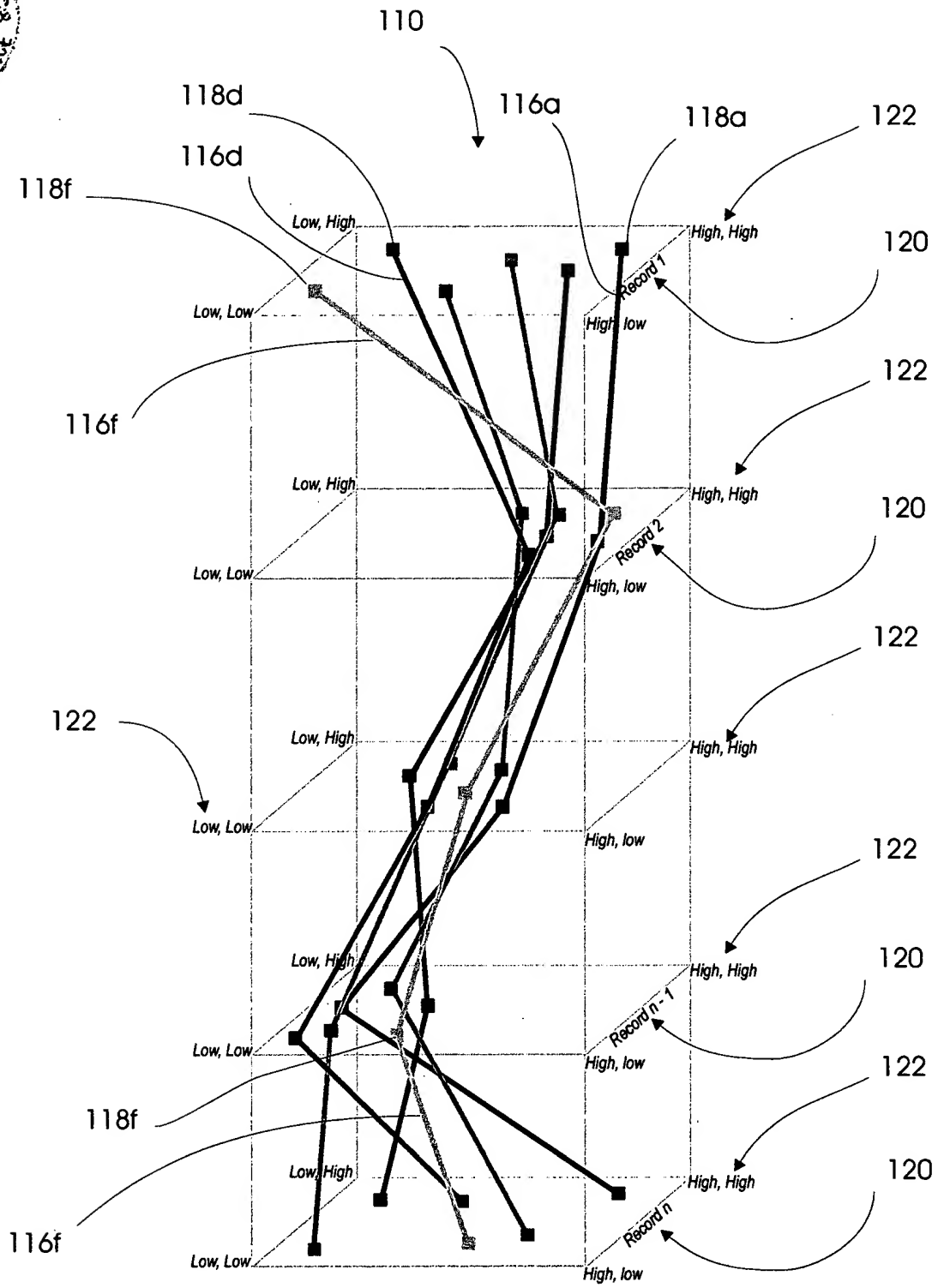
B

Figure 1



C

Figure 1



D

Figure 1



210

220

214

216

218

222

1997

Q1

Q2

Q3

Q4

USA

CA

OR

WA

1

2

3

4

5

6

7

8

9

10

11

12

5,377.00

6,021.00

5,492.00

6,382.00

5,607.00

6,063.00

5,403.00

6,984.00

5,983.00

6,213.00

7,268.00

7,955.00

6,909.00

4,617.00

7,761.00

3,901.00

6,107.00

5,071.00

7,720.00

4,217.00

5,003.00

4,206.00

5,705.00

6,442.00

9,342.00

10,319.00

10,453.00

9,896.00

9,367.00

10,216.00

10,640.00

10,496.00

9,402.00

9,539.00

12,297.00

12,399.00

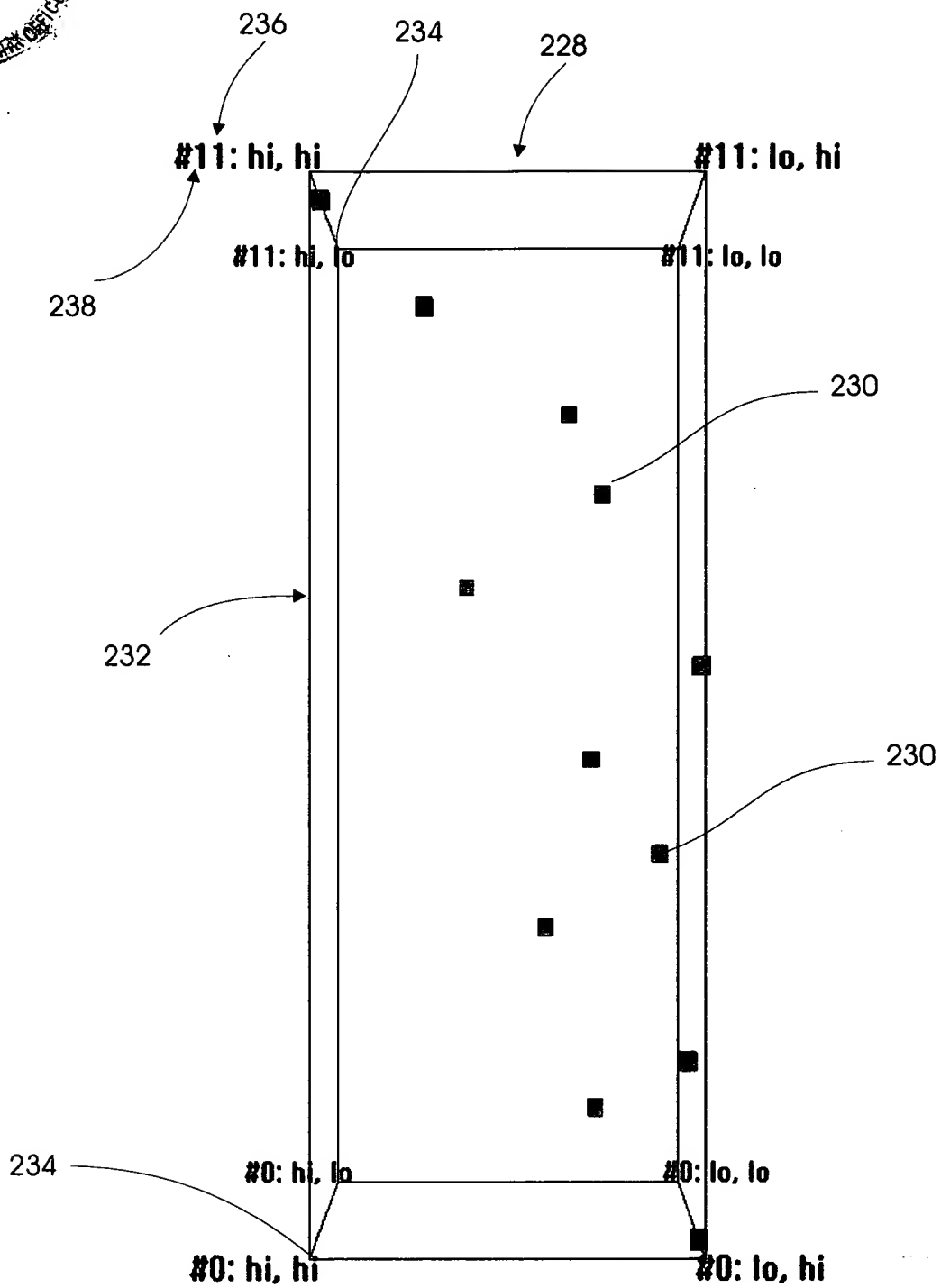
224

226

212

1997		USA		
		CA	OR	WA
Q1	1	5,377.00	6,909.00	9,342.00
	2	6,021.00	4,617.00	10,319.00
	3	5,492.00	7,761.00	10,453.00
Q2	4	6,382.00	3,901.00	9,896.00
	5	5,607.00	6,107.00	9,367.00
	6	6,063.00	5,071.00	10,216.00
Q3	7	5,403.00	7,720.00	10,640.00
	8	6,984.00	4,217.00	10,496.00
	9	5,983.00	5,003.00	9,402.00
Q4	10	6,213.00	4,206.00	9,539.00
	11	7,268.00	5,705.00	12,297.00
	12	7,955.00	6,442.00	12,399.00

Figure 2A



B

Figure 2

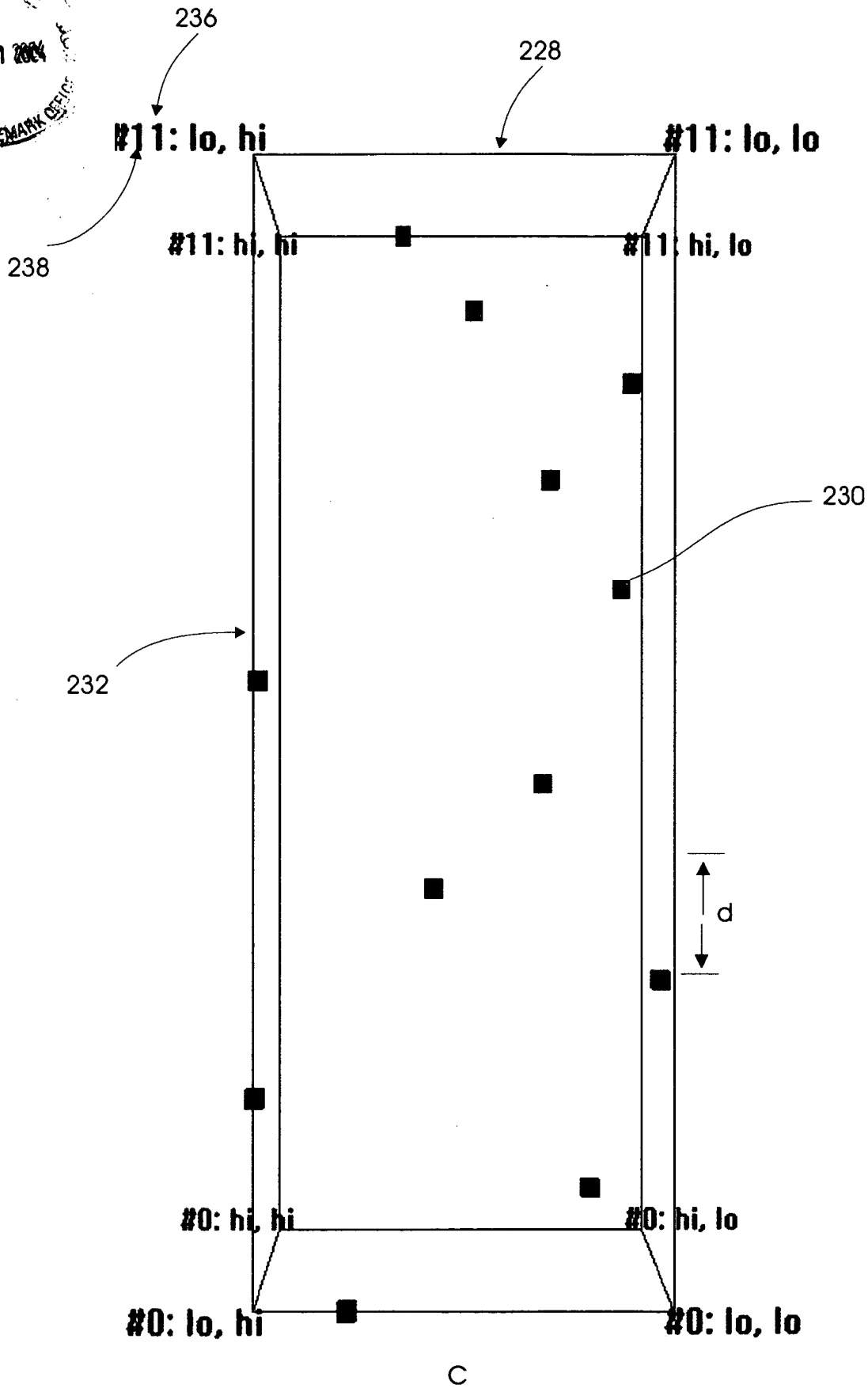


Figure 2

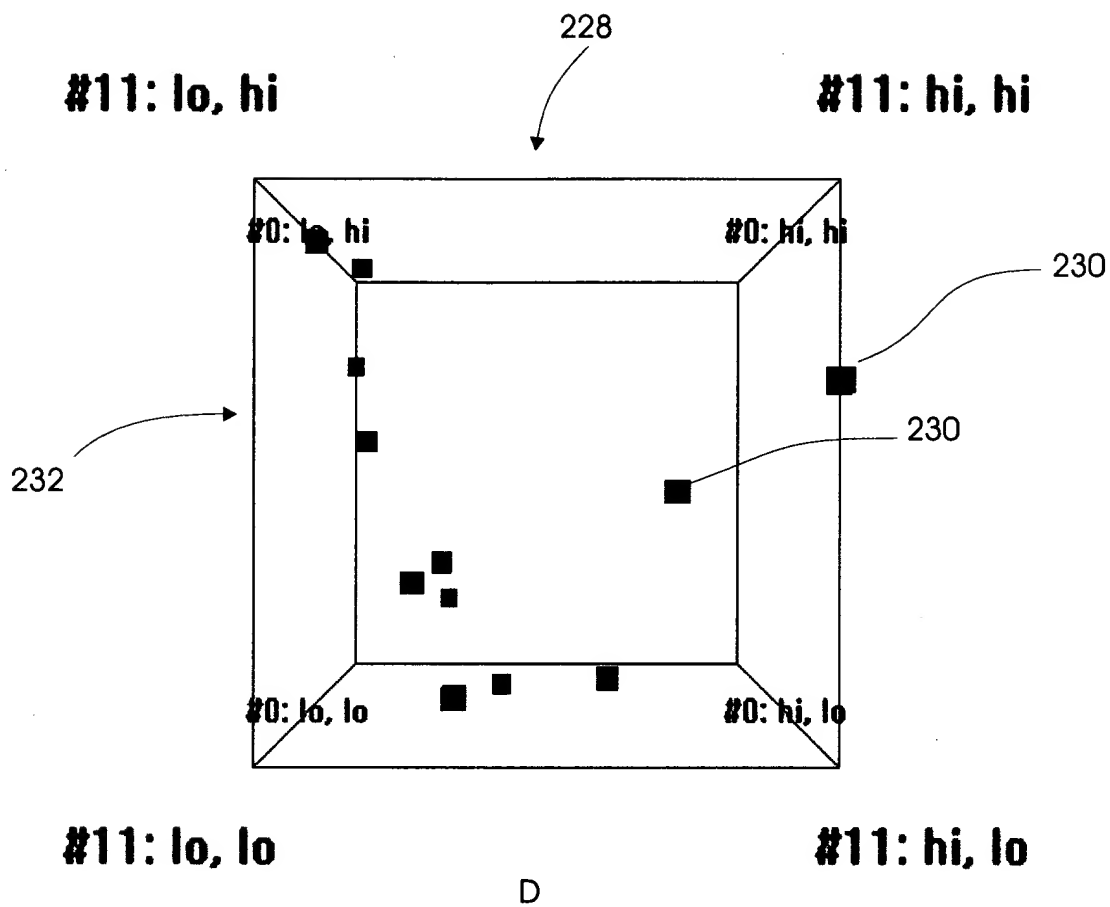


Figure 2



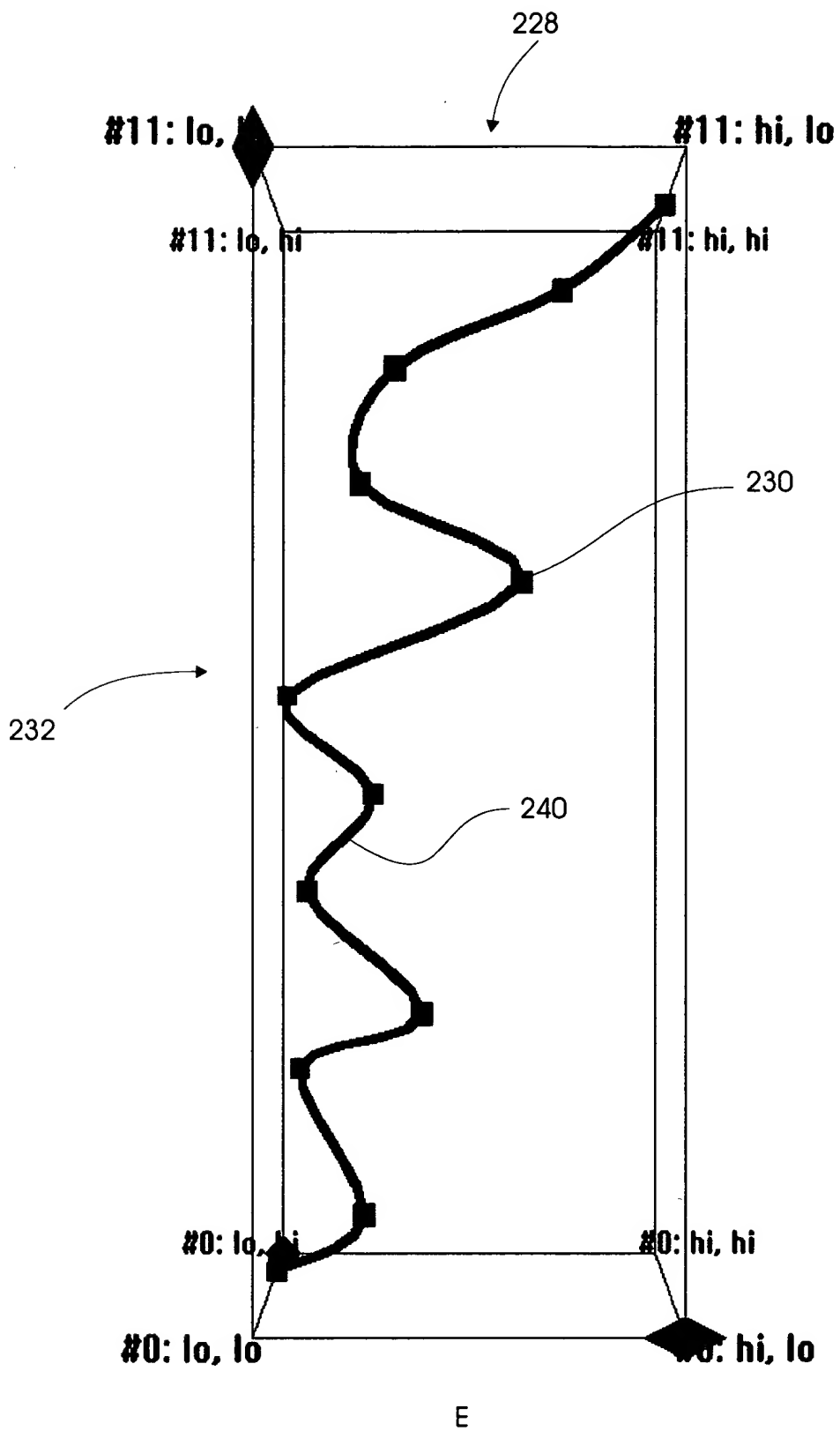


Figure 2

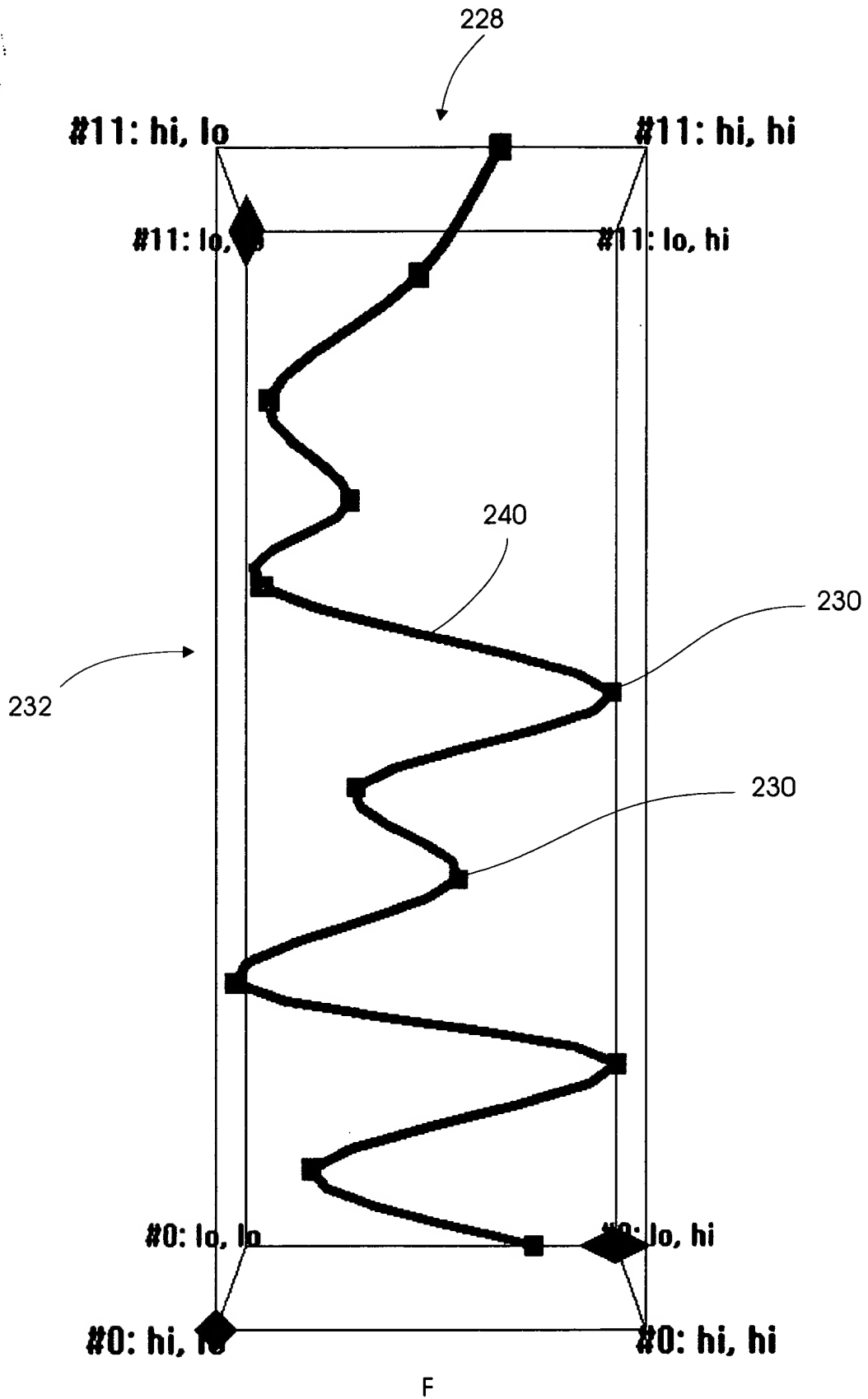
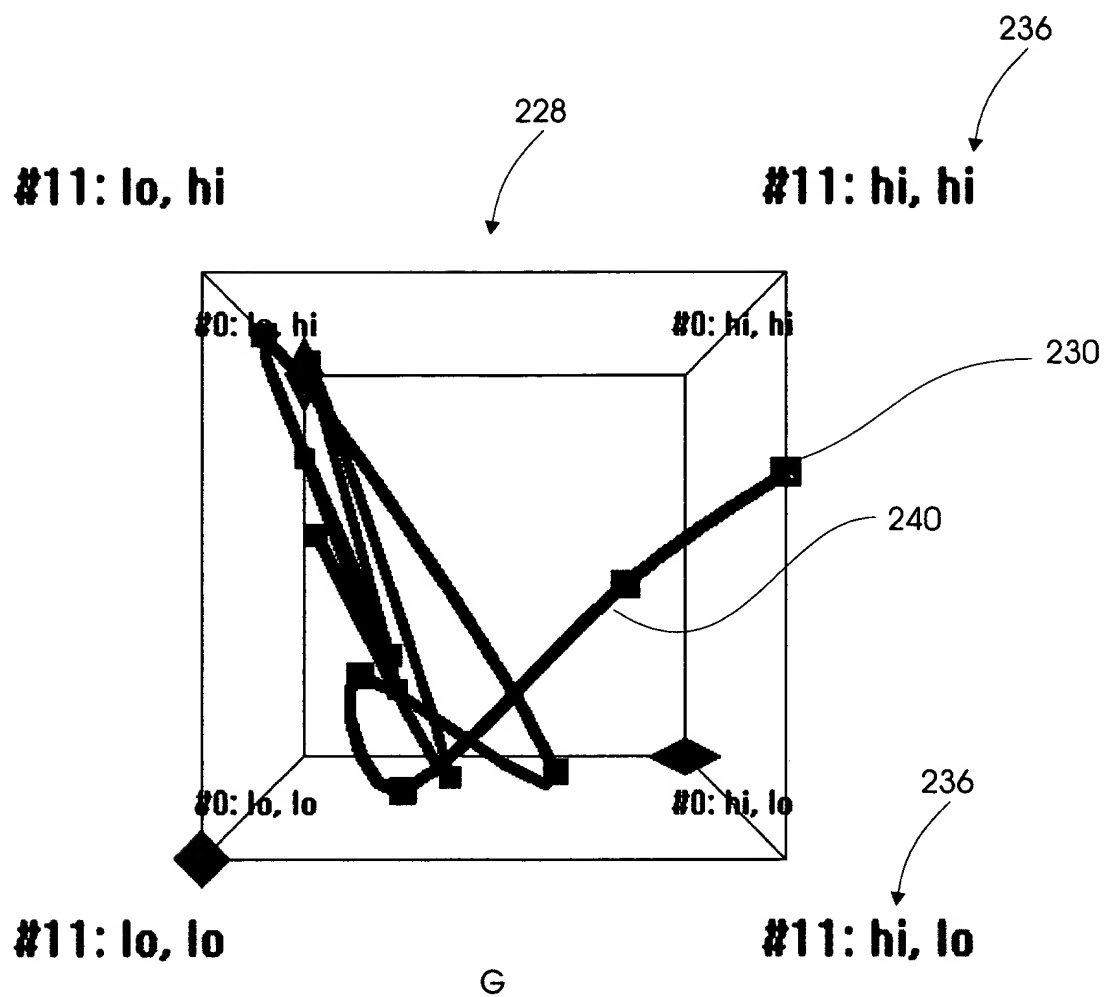
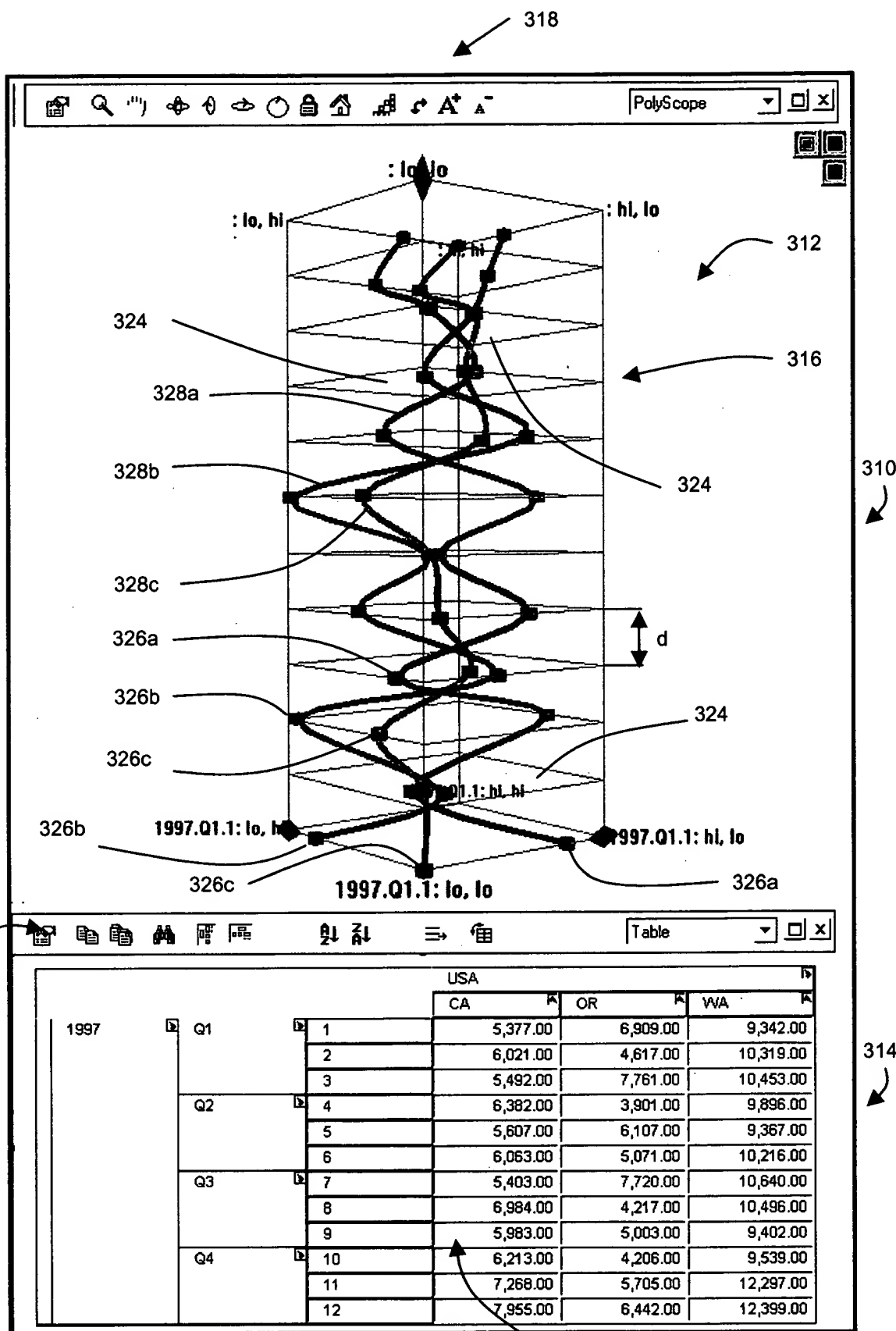


Figure 2





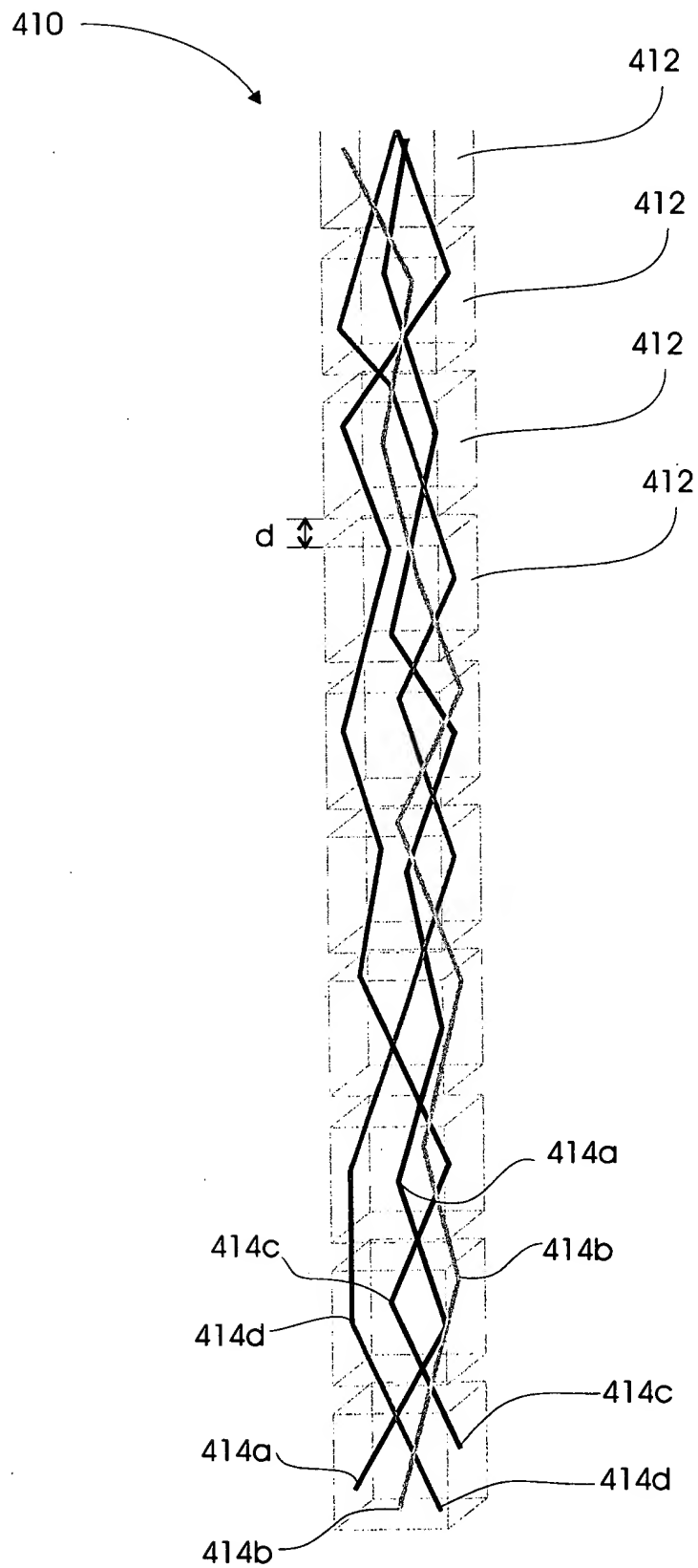


Figure 4

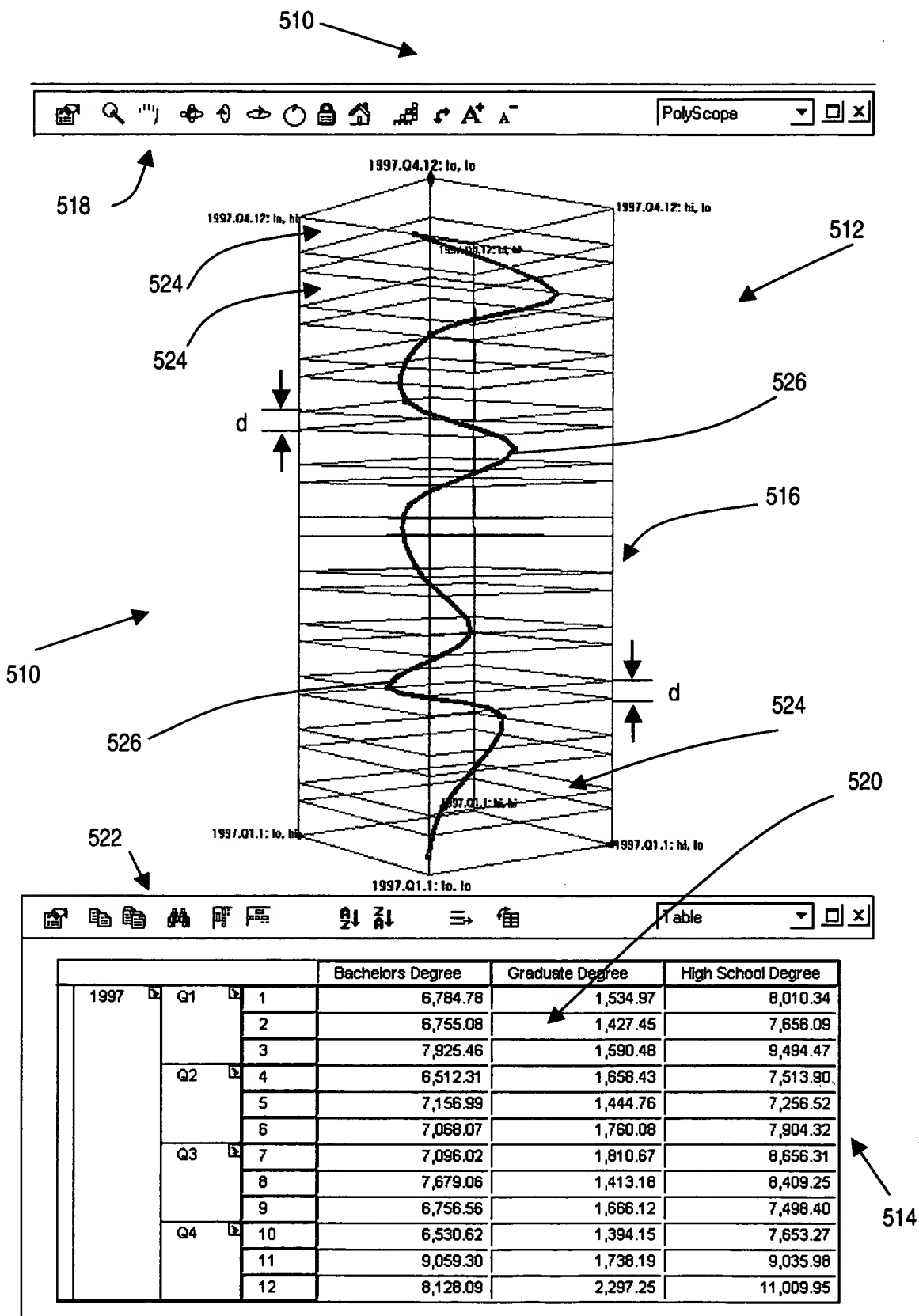


Figure 5

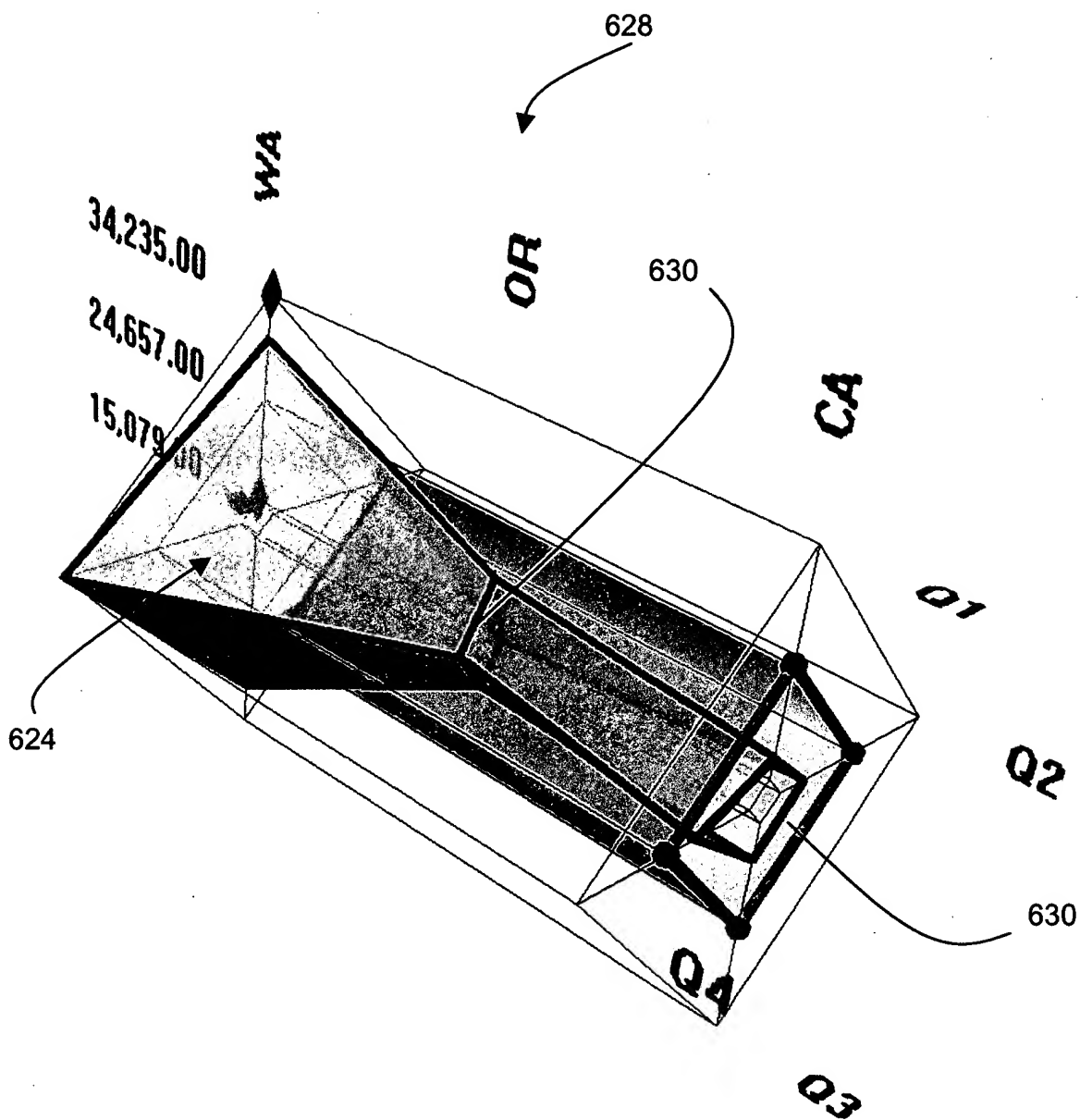


Figure 6

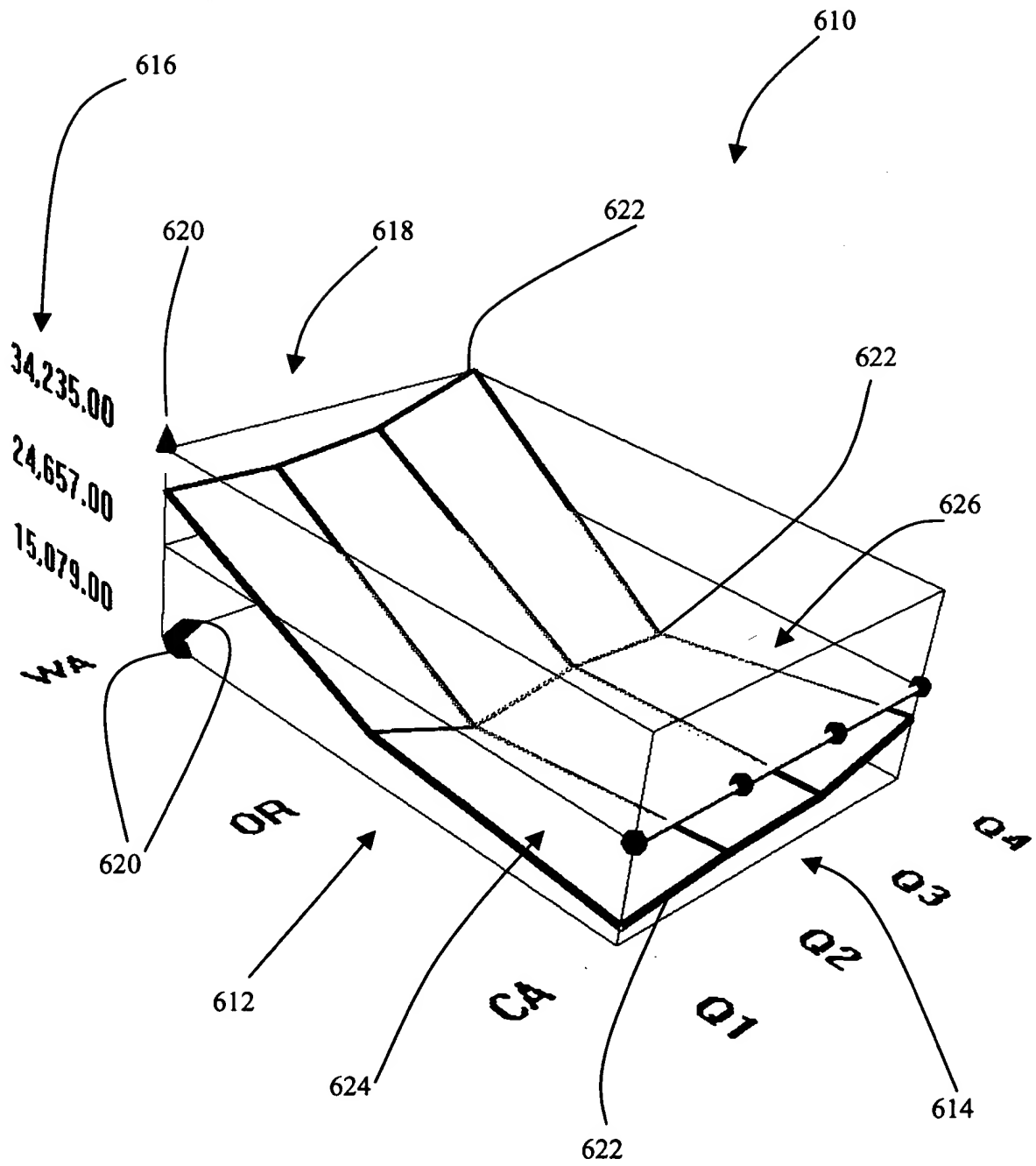


FIGURE 6A



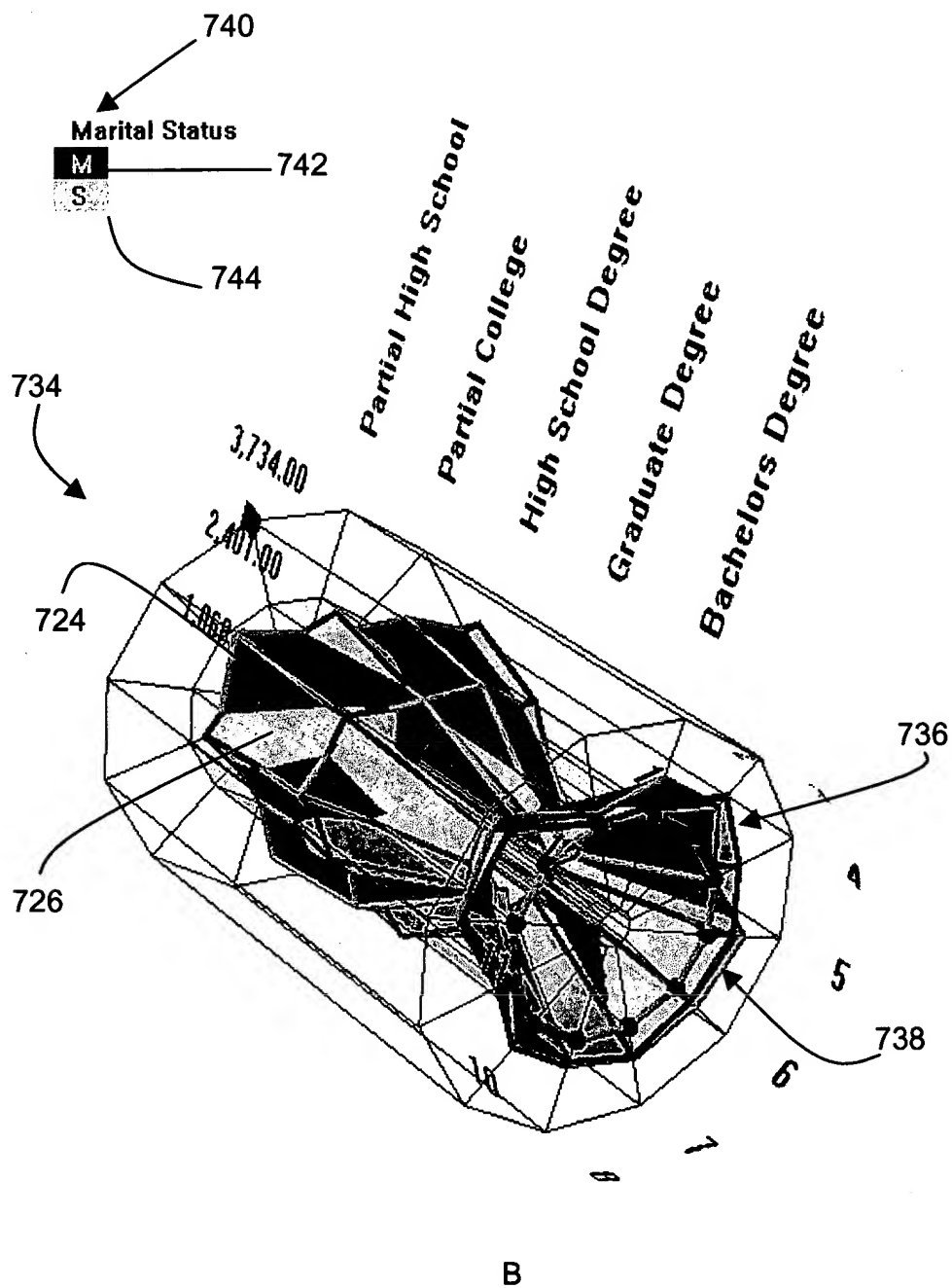
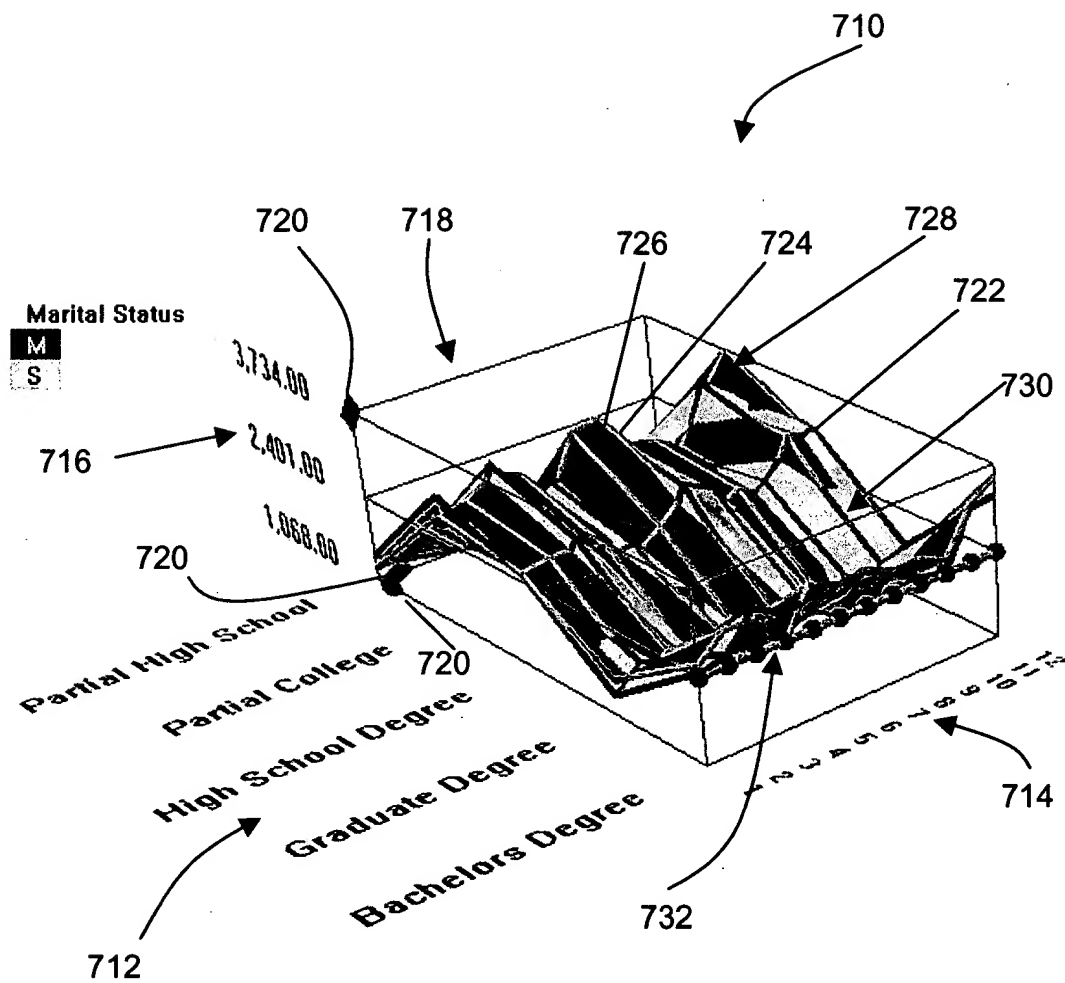


Figure 7



A

Figure 7

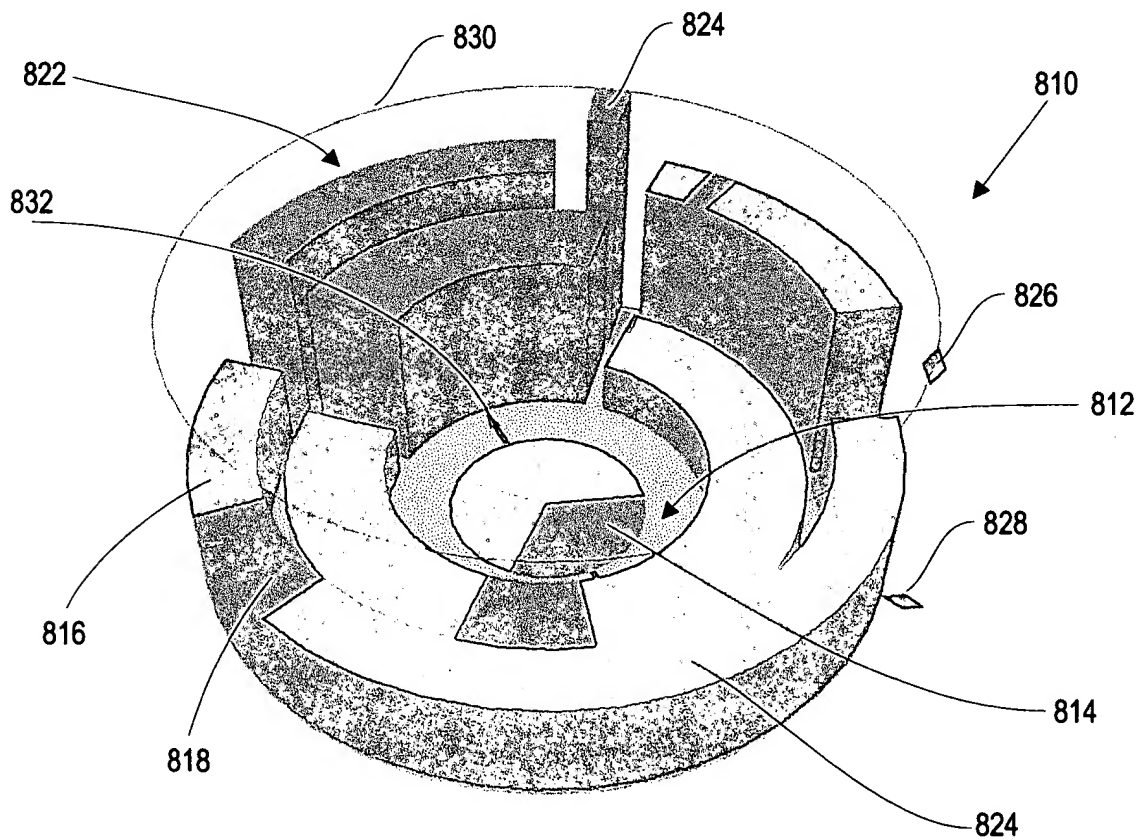
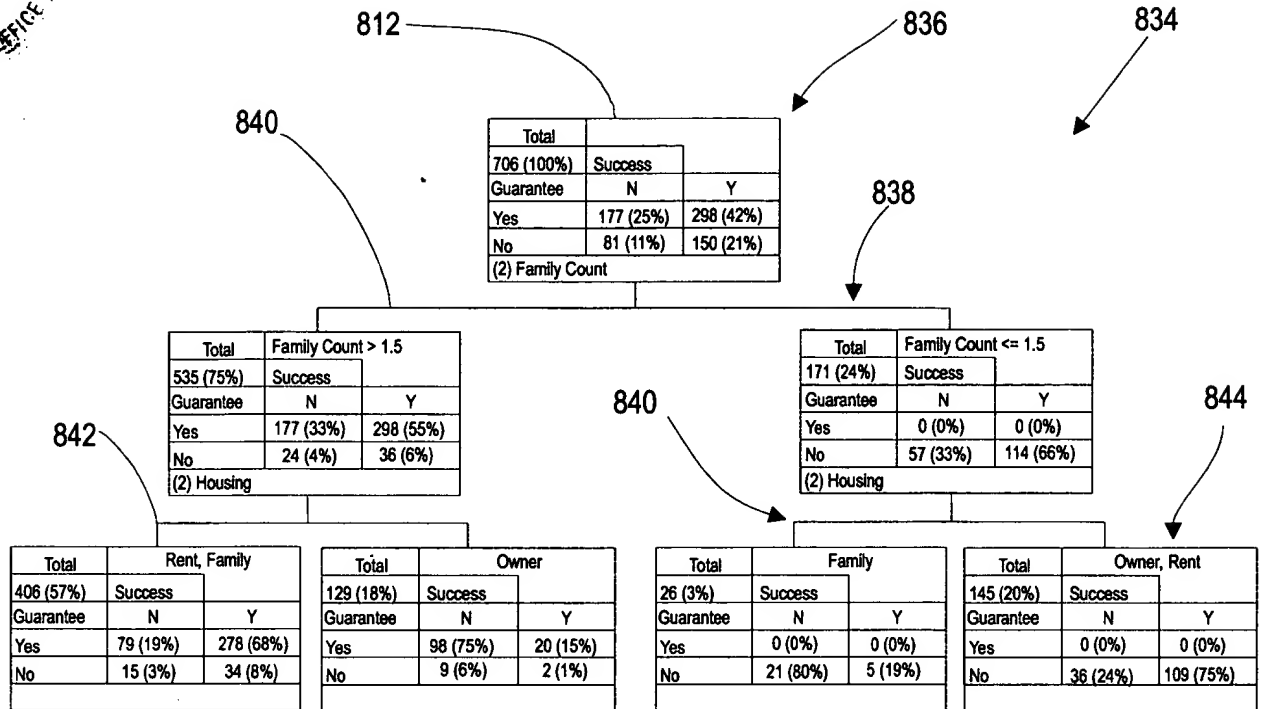


Figure 8a

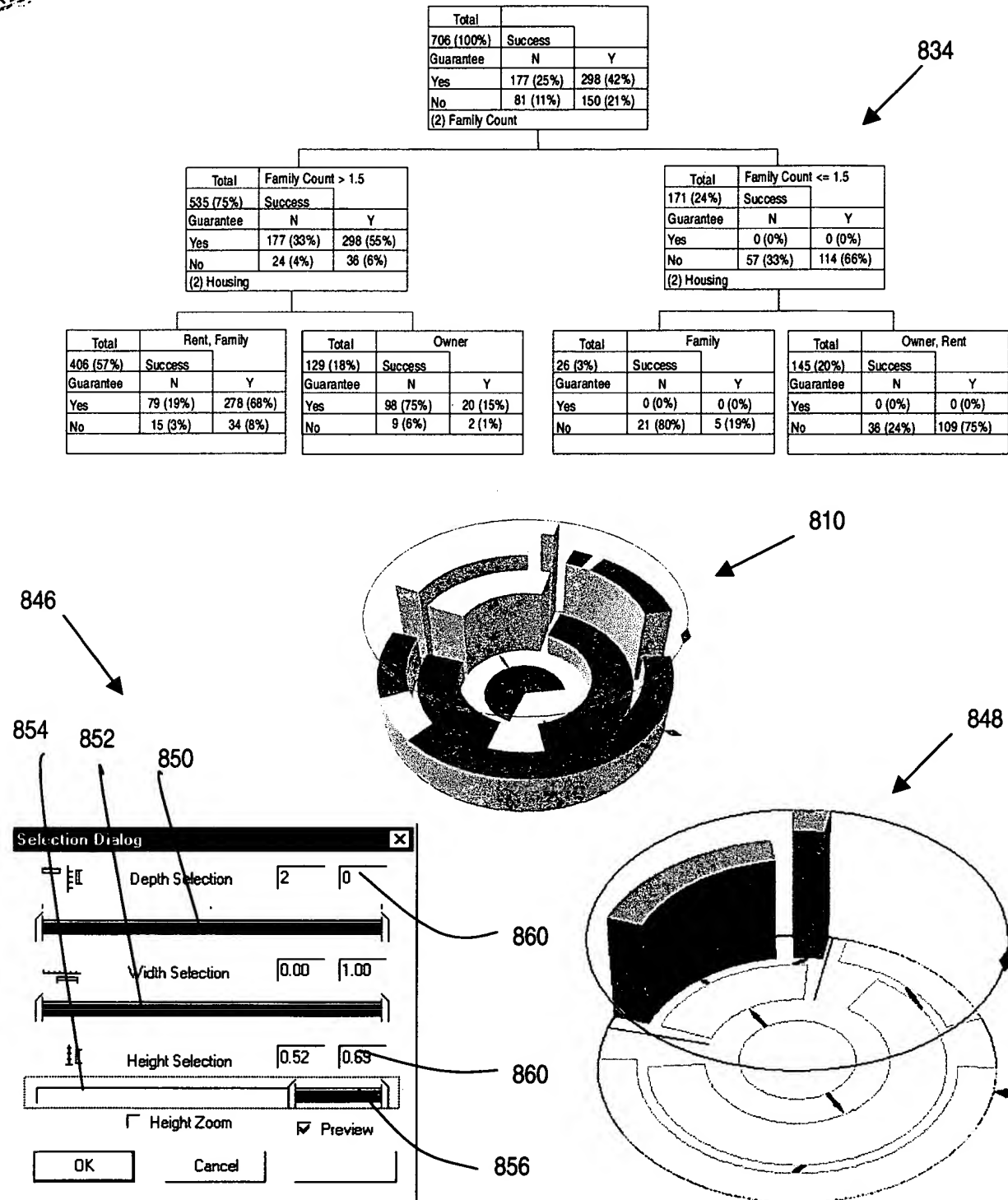


Figure 8b

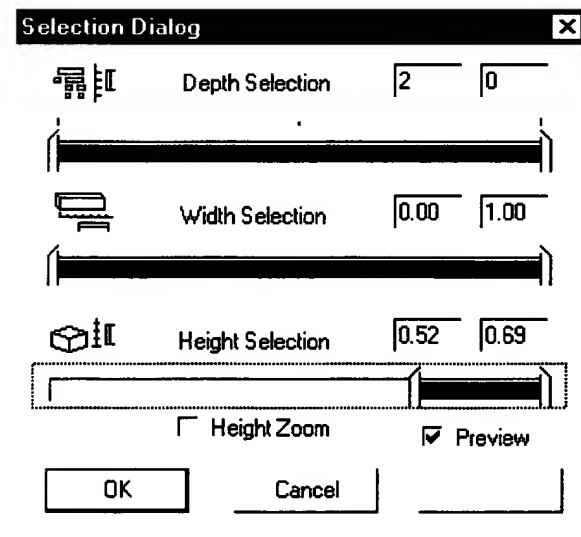
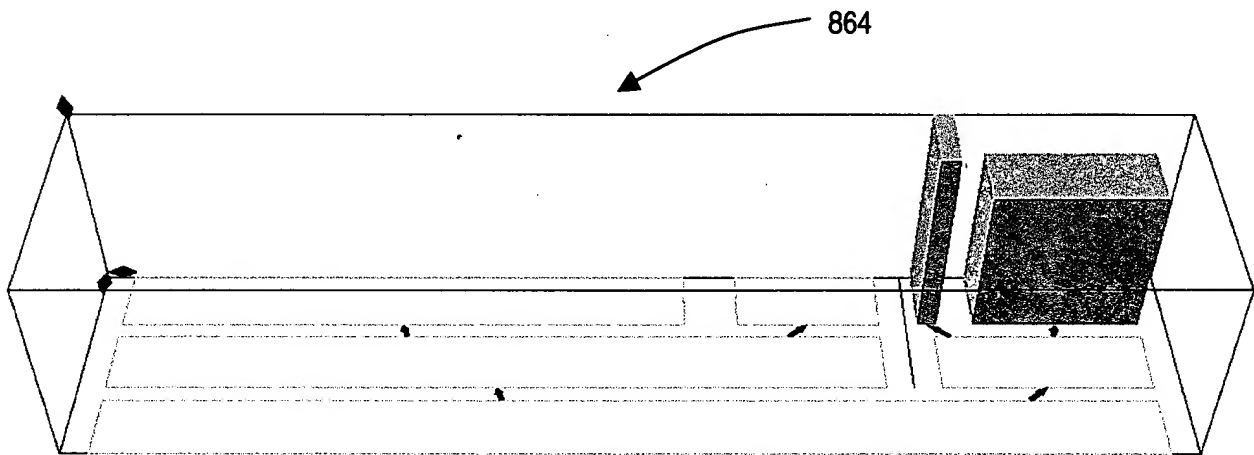
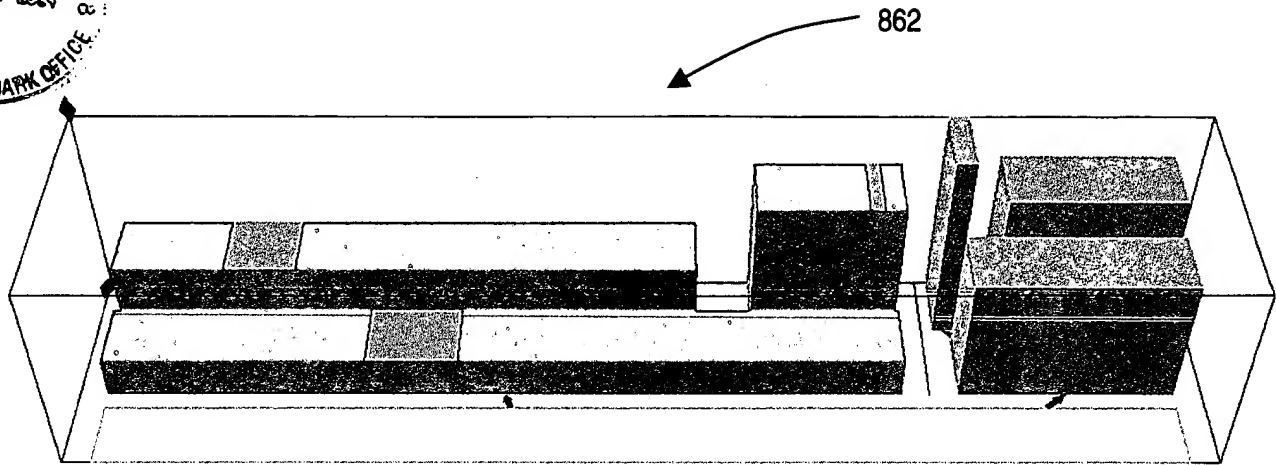
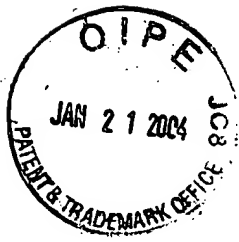


Figure 8c



912

Total	706 (100%)	Success	
Guaranteed	N	Y	
Yes	177 (25%)	298 (42%)	
No	81 (11%)	150 (21%)	
~[2] Family Count			
Total Family_Count > 1.5			
Total	535 (75%)	Success	
Guaranteed	N	Y	
Yes	177 (33%)	298 (55%)	
No	24 (4%)	36 (6%)	
~[2] Housing			
Total Family_Count <= 1.5			
Total	171 (24%)	Success	
Guaranteed	N	Y	
Yes	0 (0%)	0 (0%)	
No	57 (33%)	114 (66%)	
~[2] Housing			
Total Rent, Family			
Total	405 (57%)	Success	
Guaranteed	N	Y	
Yes	75 (19%)	276 (68%)	
No	15 (3%)	34 (8%)	
~[2] Marital Status			
Total Owners			
Total	129 (18%)	Success	
Guaranteed	N	Y	
Yes	98 (75%)	20 (15%)	
No	9 (6%)	2 (1%)	
~[2] Reason			
Total Family			
Total	25 (3%)	Success	
Guaranteed	N	Y	
Yes	0 (0%)	0 (0%)	
No	21 (80%)	5 (19%)	
~[2] Title			
Total Owners, Rent			
Total	145 (20%)	Success	
Guaranteed	N	Y	
Yes	0 (0%)	0 (0%)	
No	36 (24%)	109 (75%)	
~[2] Housing			
Single, Divorced, separated, Partner, ...			
Total	323 (45%)	Success	
Guaranteed	N	Y	
Yes	62 (19%)	251 (77%)	
No	4 (1%)	6 (1%)	
Total Mail			
Total	19 (2%)	Success	
Guaranteed	N	Y	
Yes	6 (31%)	11 (57%)	
No	1 (5%)	1 (5%)	
Total TV, Other			
Total	110 (15%)	Success	
Guaranteed	N	Y	
Yes	92 (83%)	9 (8%)	
No	8 (7%)	1 (0%)	
Total Miss, Mr			
Total	20 (2%)	Success	
Guaranteed	N	Y	
Yes	0 (0%)	0 (0%)	
No	19 (95%)	1 (5%)	
Total Mrs			
Total	6 (0%)	Success	
Guaranteed	N	Y	
Yes	0 (0%)	0 (0%)	
No	2 (33%)	4 (66%)	
Total Rent			
Total	125 (17%)	Success	
Guaranteed	N	Y	
Yes	0 (0%)	0 (0%)	
No	22 (17%)	103 (82%)	
Total			
Total	20 (2%)	Success	
Guaranteed	N	Y	
Yes	0 (0%)	0 (0%)	
No	14 (70%)	6 (30%)	

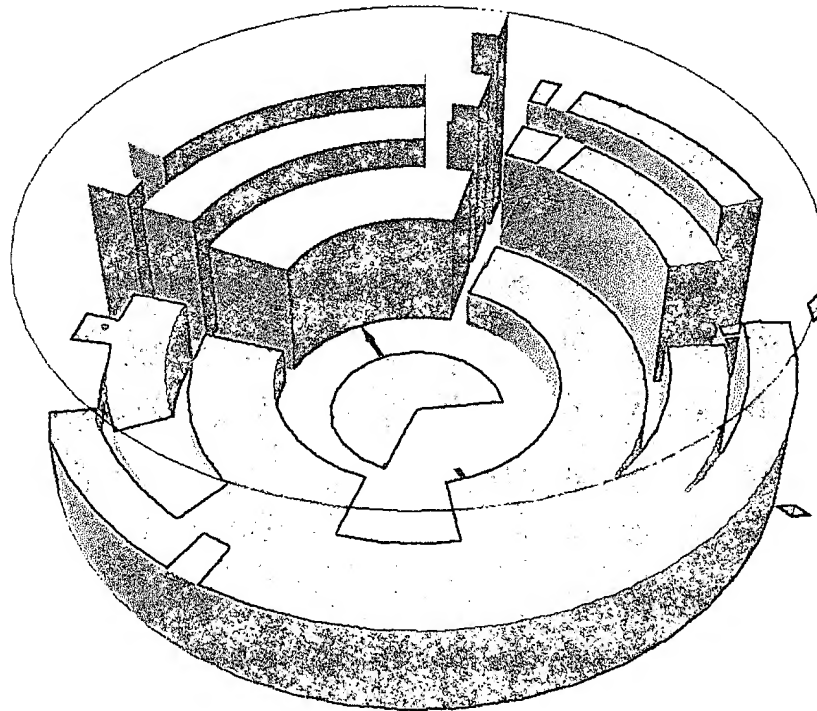
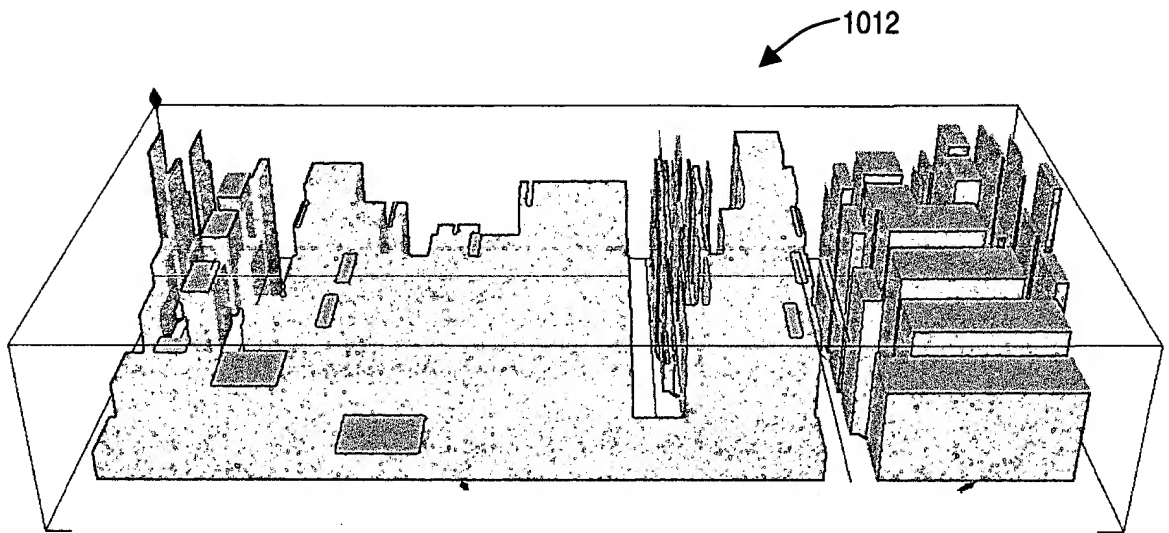
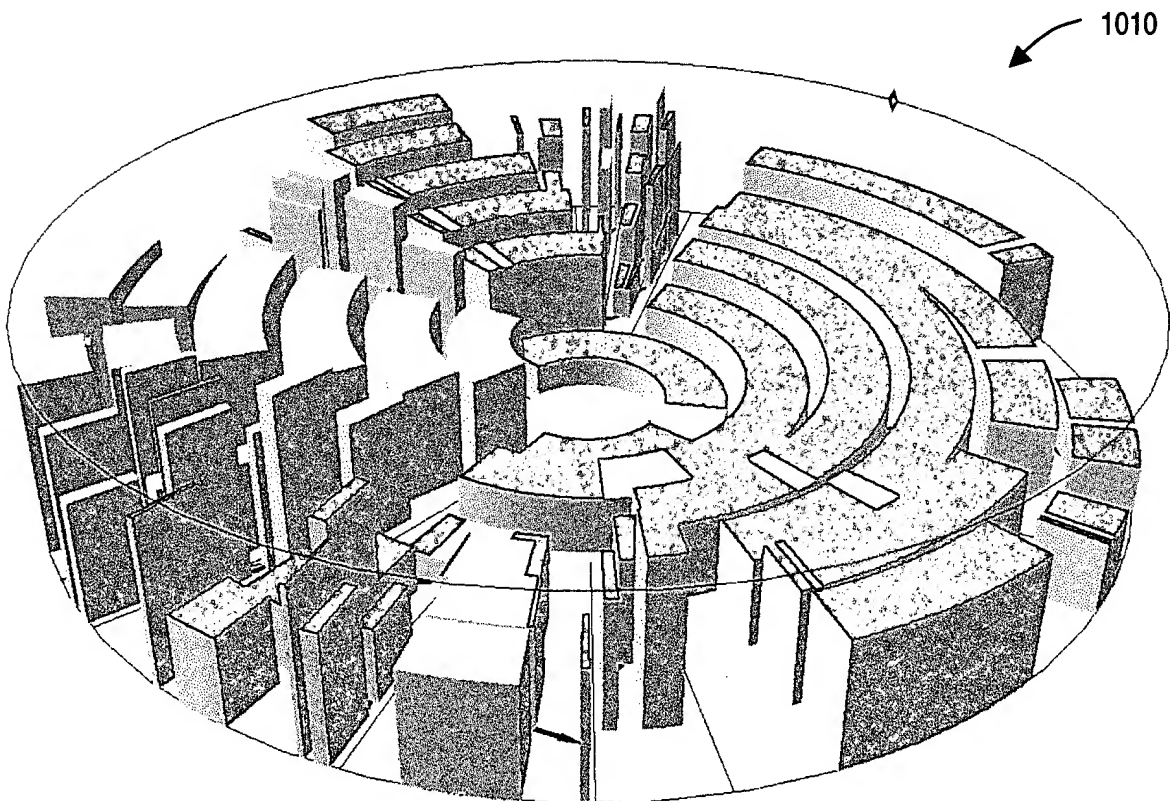


Figure 9



B



A

Figure 10

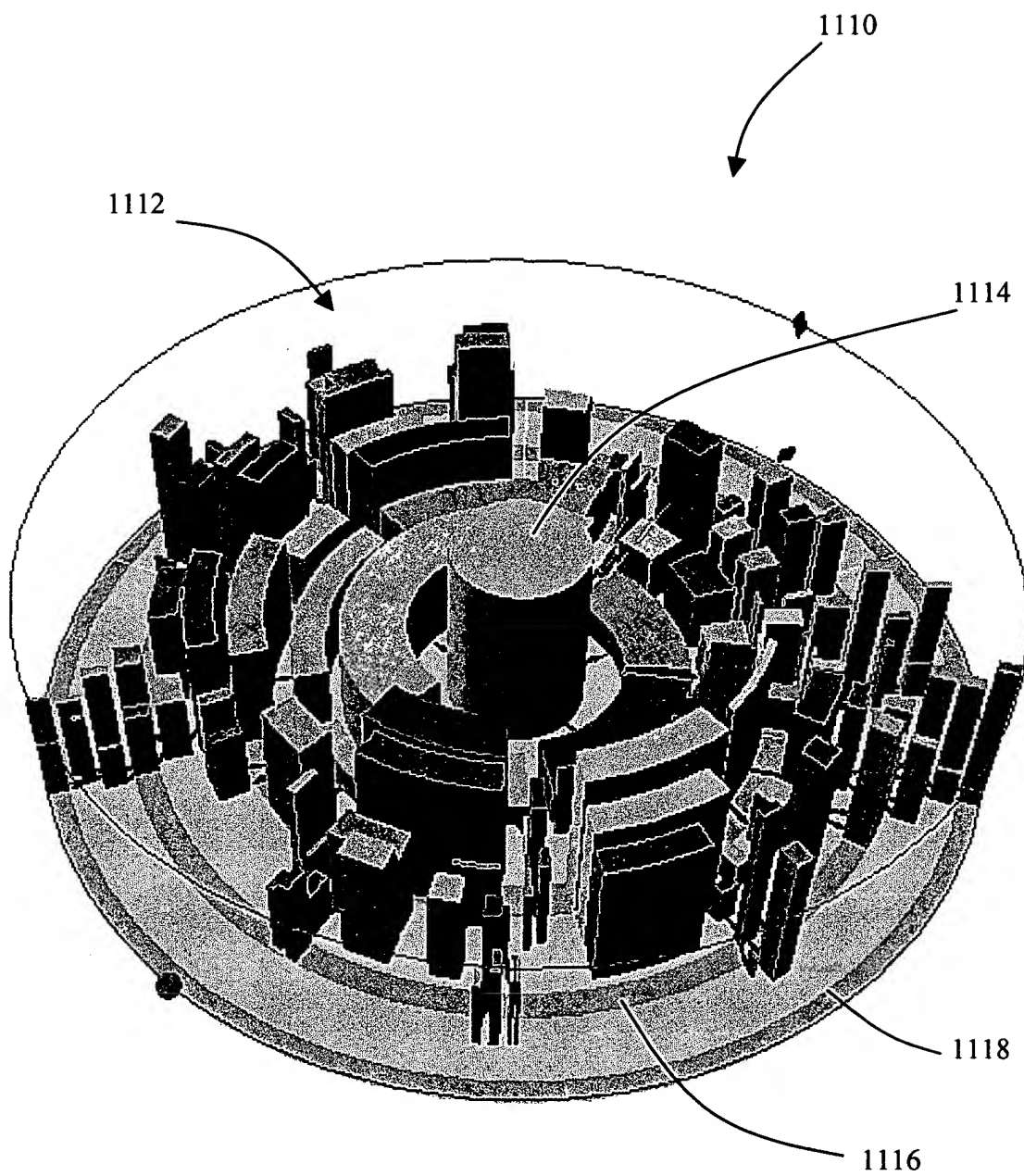


Figure 11



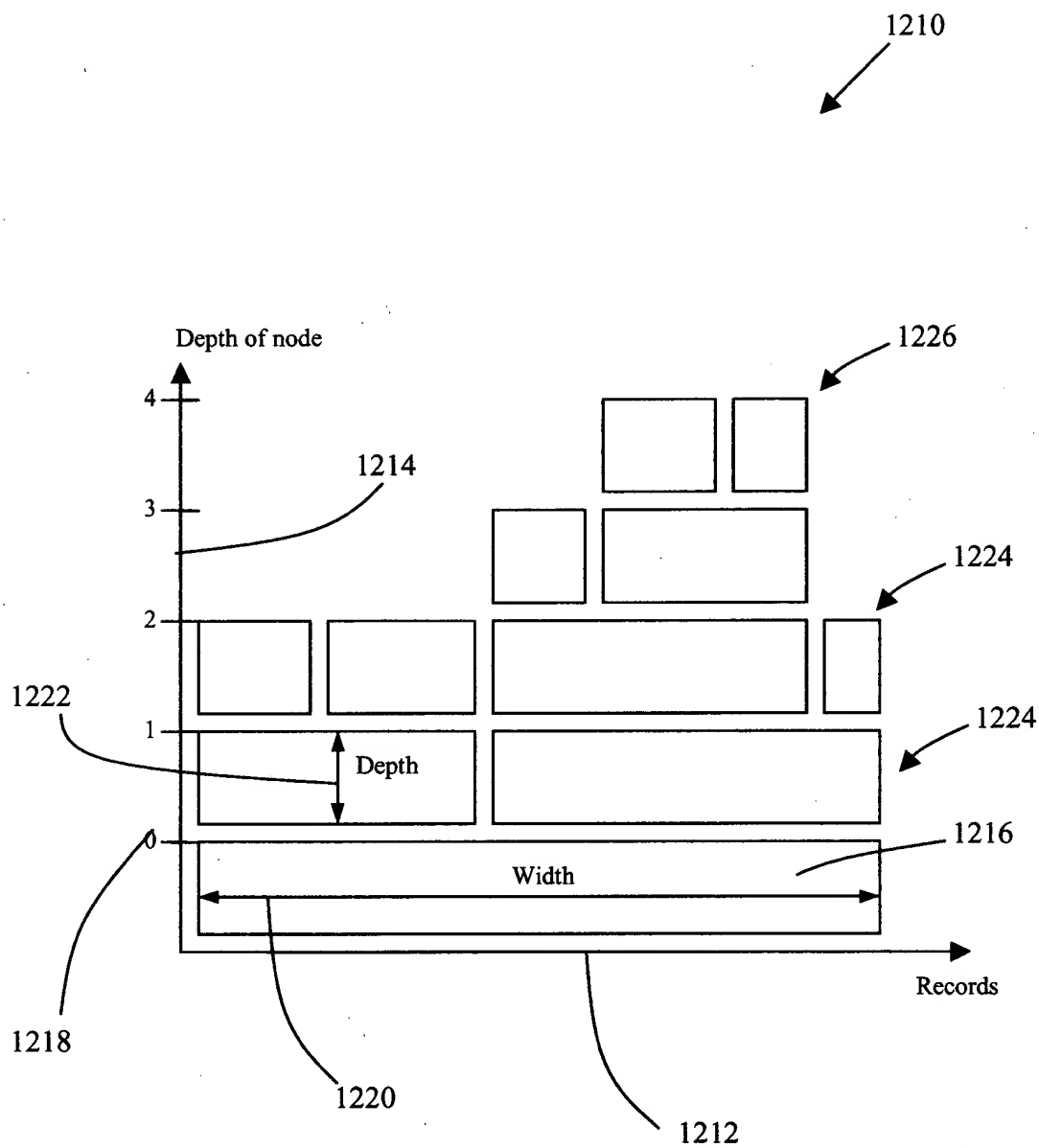


Figure 12

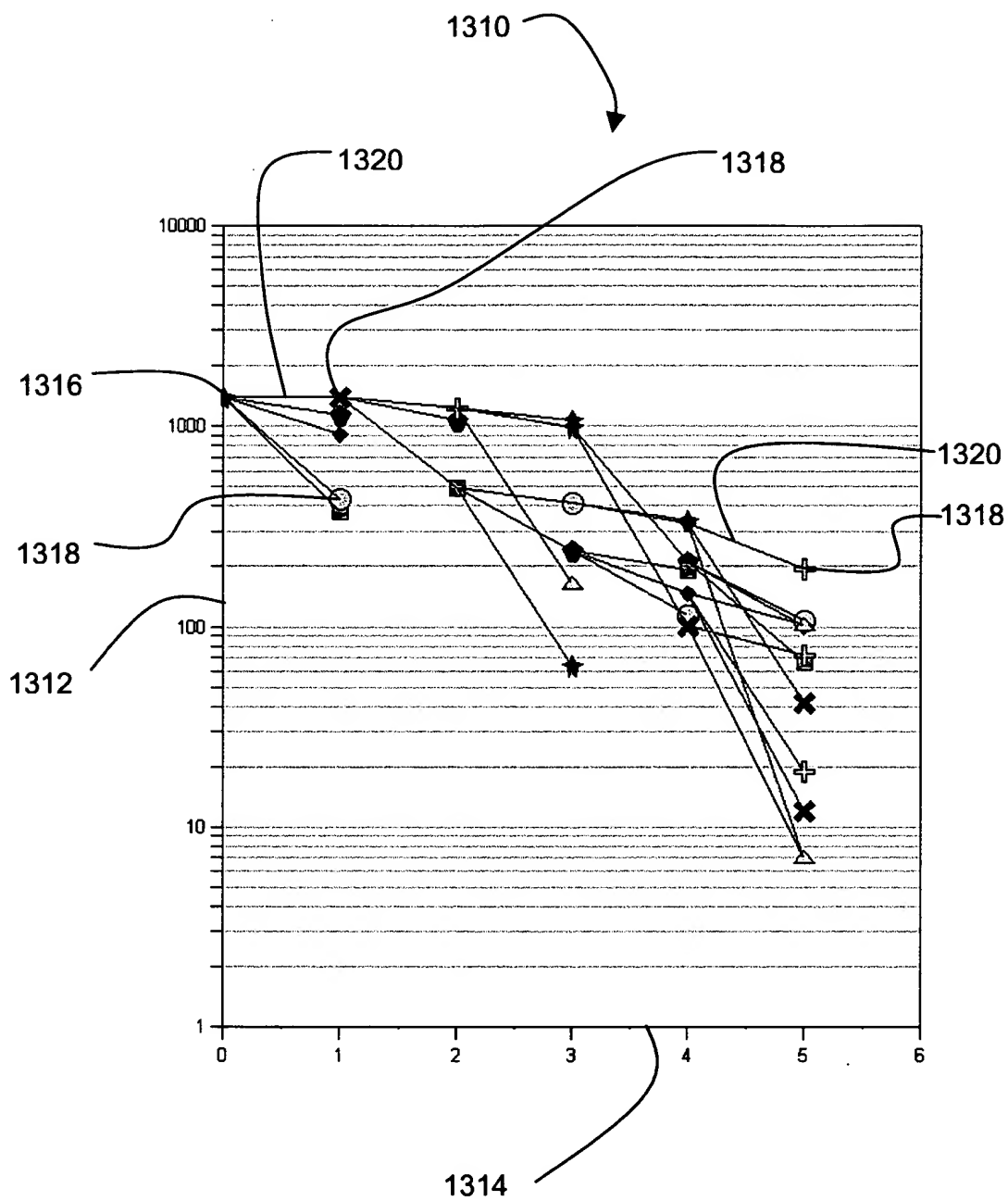
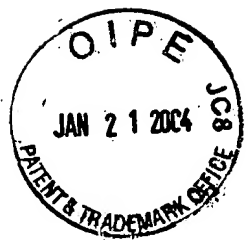
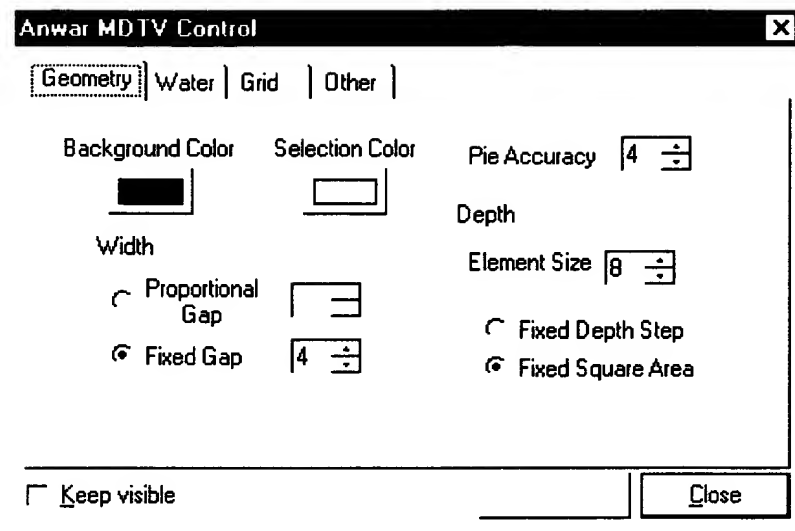
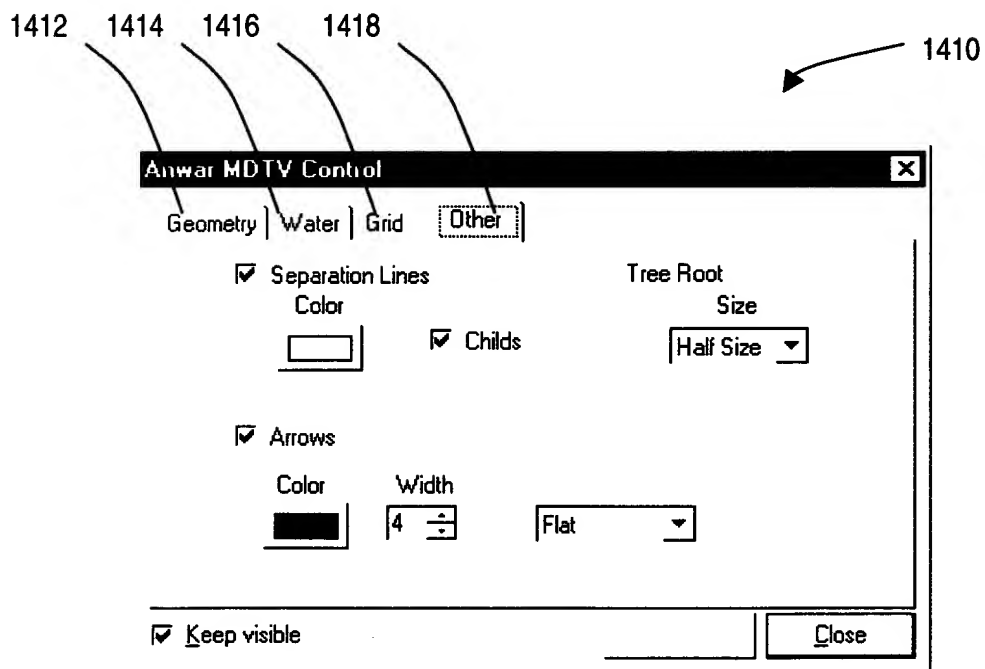


Figure 13

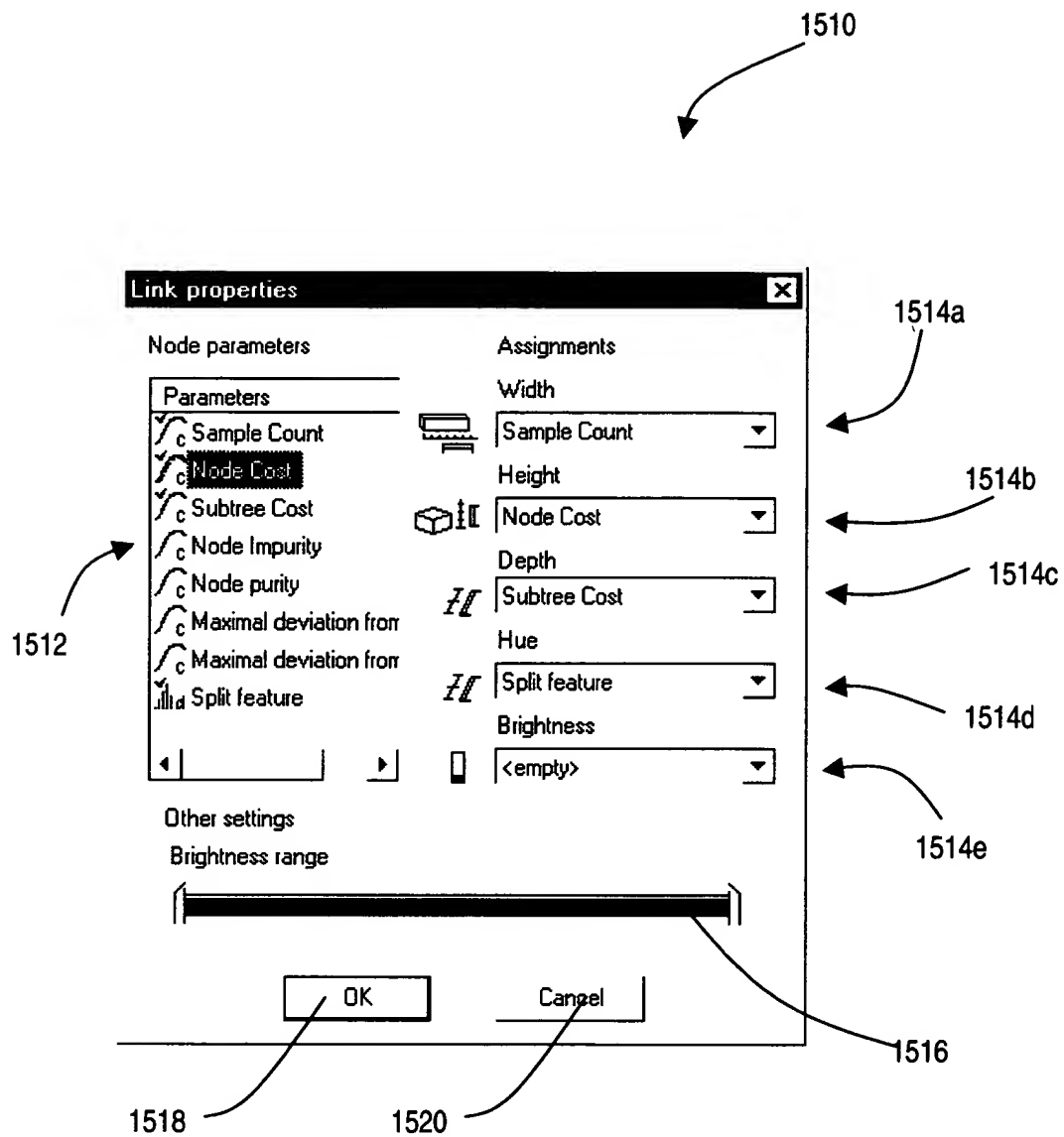


B



A

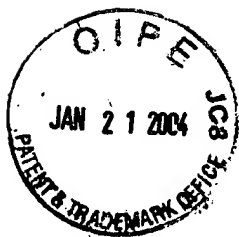
Figure 14



A

Figure 15





Exceptions		Score
+	Customers=CA, Education Level=All Education Level, Gender=All Gender, Measure = Unit Sales	28.33 (57)
+	Customers=CA, Education Level=All Education Level, Measure =	26.29 (26)
+	Customers=USA, Education Level=All Education Level, Gender=All Gender, Measure = Unit Sales	24.50 (6)
+	Customers=USA, Education Level=All Education Level, Gender=All Gender, Product=All Products, Measure = Unit Sales	22.35 (6)
+	Customers=CA, Gender=All Gender, Measure = Unit Sales	16.30 (2)
+	Customers=USA, Education Level=All Education Level, Measure =	0.00 (1)
+	Education Level=All Education Level, Gender=All Gender, Measure	0.00 (1)
+	Customers=USA, Education Level=All Education Level, Product=All Products, Measure = Unit Sales	0.00 (1)

Figure 17

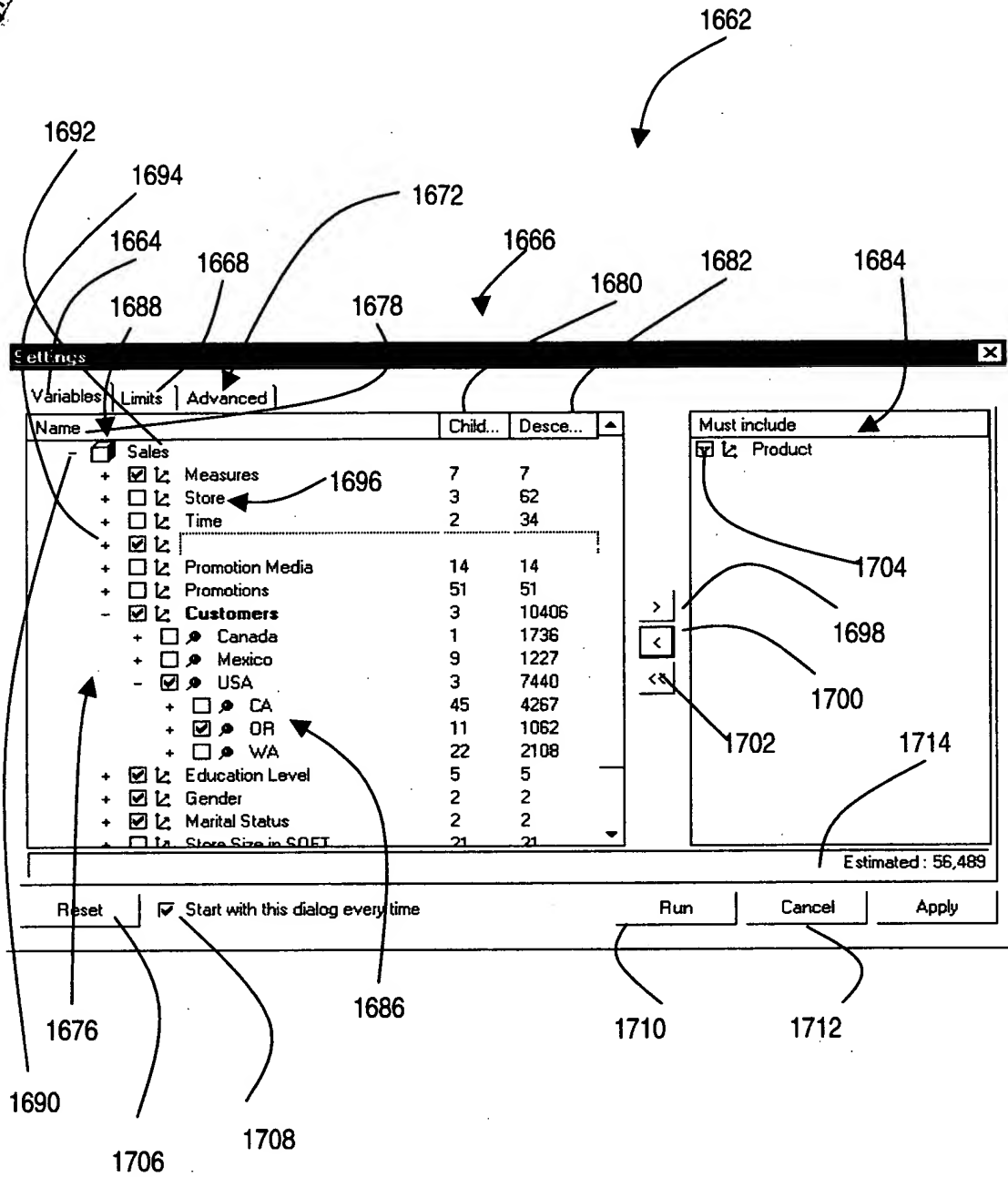


Figure 18A

1670

Settings

VariablesLimitsAdvanced

Limits

No limit

☒ Set limits

Time exit

Enable

15:07

Dimensions

Up to M

Equal M

Between M and N

Greater than M

M

N

3

3

Nulls (%)

20

Estimated : 324,412

Reset

☒ Start with this dialog every time

Run

Cancel

Apply

1716

1718

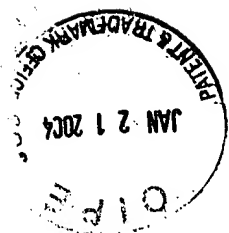


Figure 18b



1674

Settings

Variables | Limits | Advanced

Negative	Positive
100	100
Zero threshold	Cross-tabs threshold
0	50000
Thread number	Memory optimization threshold
1	5

Estimated : 324,412

Reset ☒ Start with this dialog every time Run Cancel Apply

1672

1720

Figure 18c

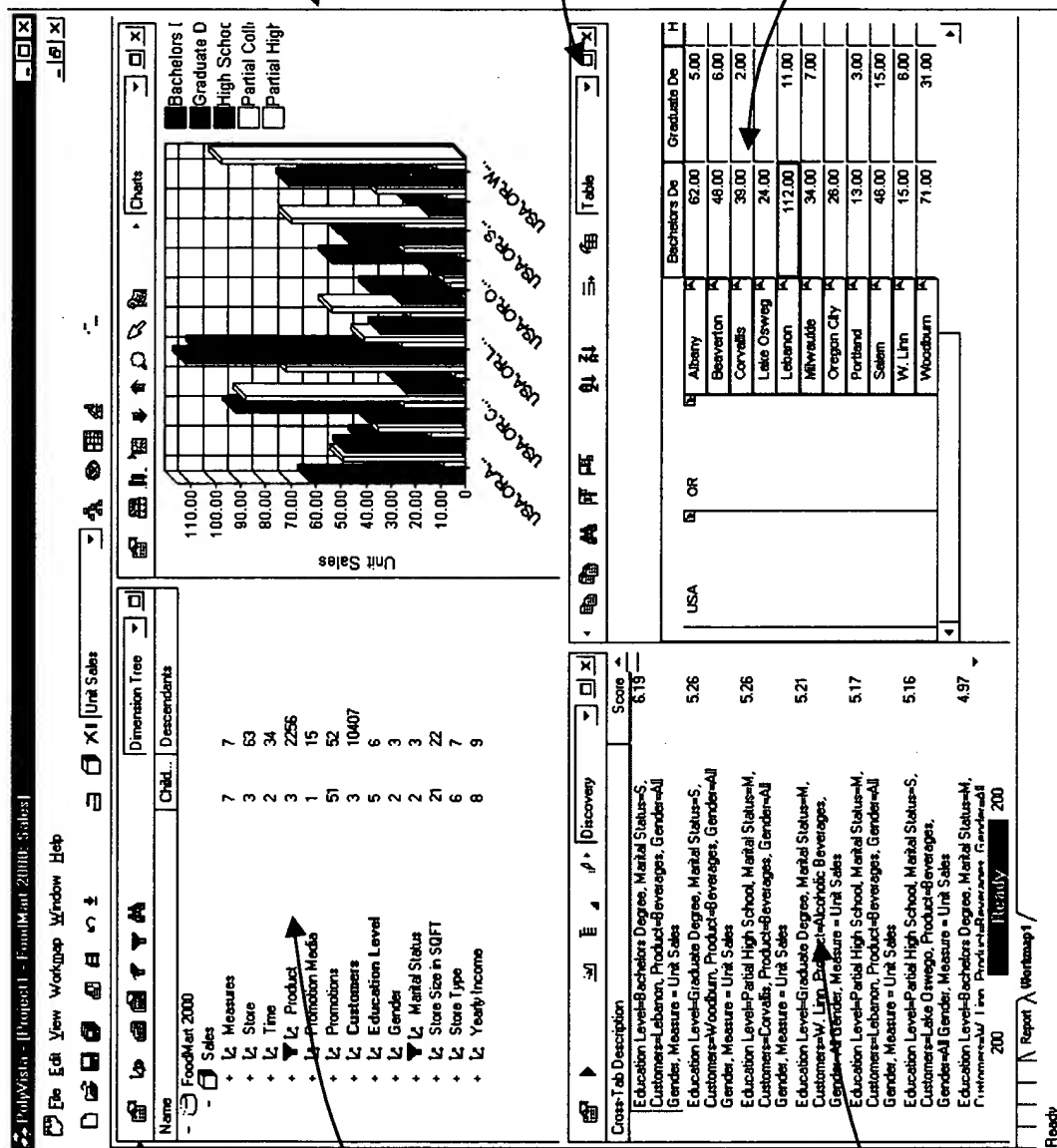


1910

1920

1912

1918



1912

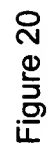
1914

1912

1916

Figure 19





**Figure 20**

Total		706 (100%) Success		N		Y	
Guarantee		177 (25%)		238 (42%)			
Yes		81 (11%)		150 (21%)			
No							
- [2] Family_Count							

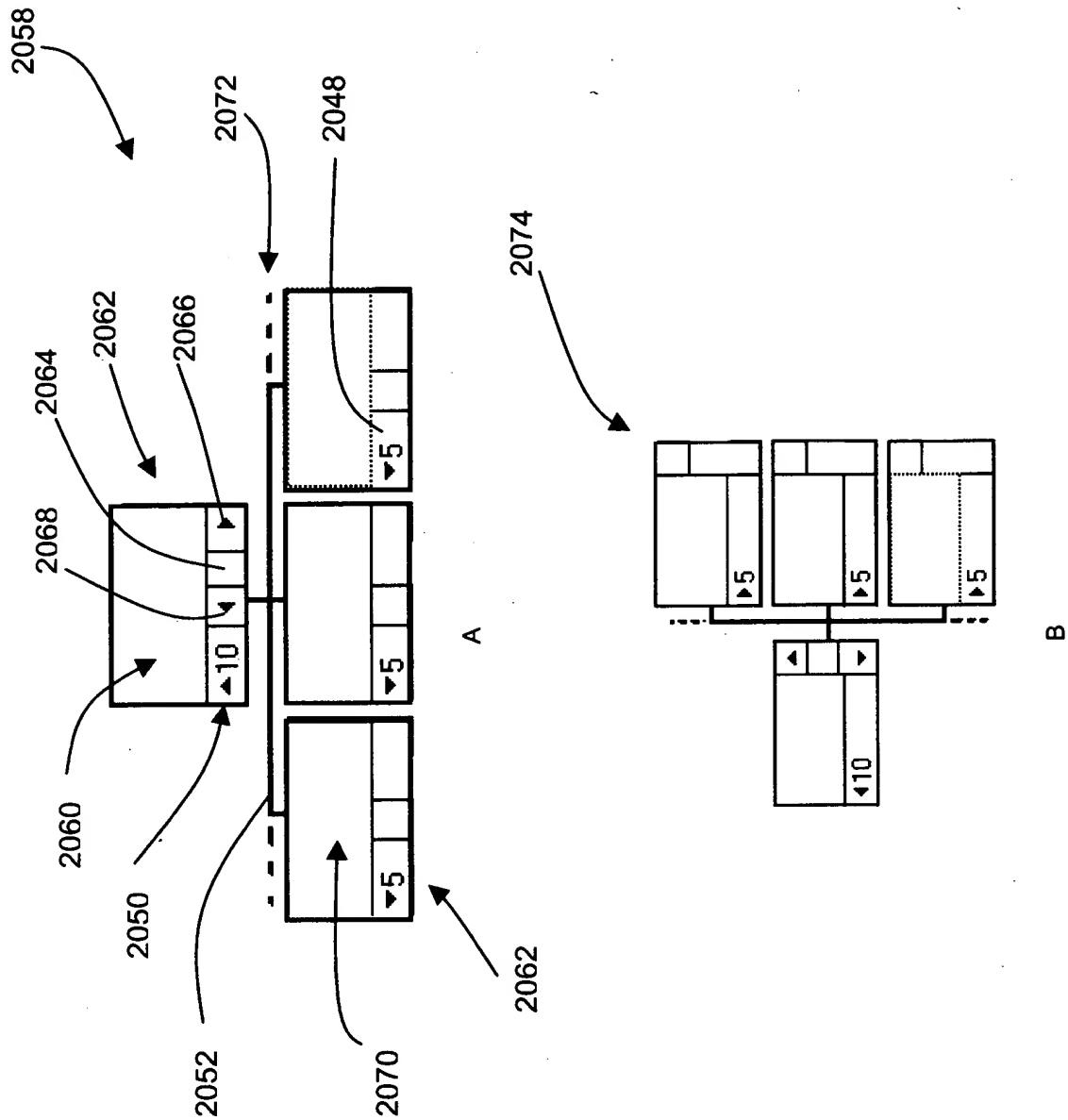


Figure 22



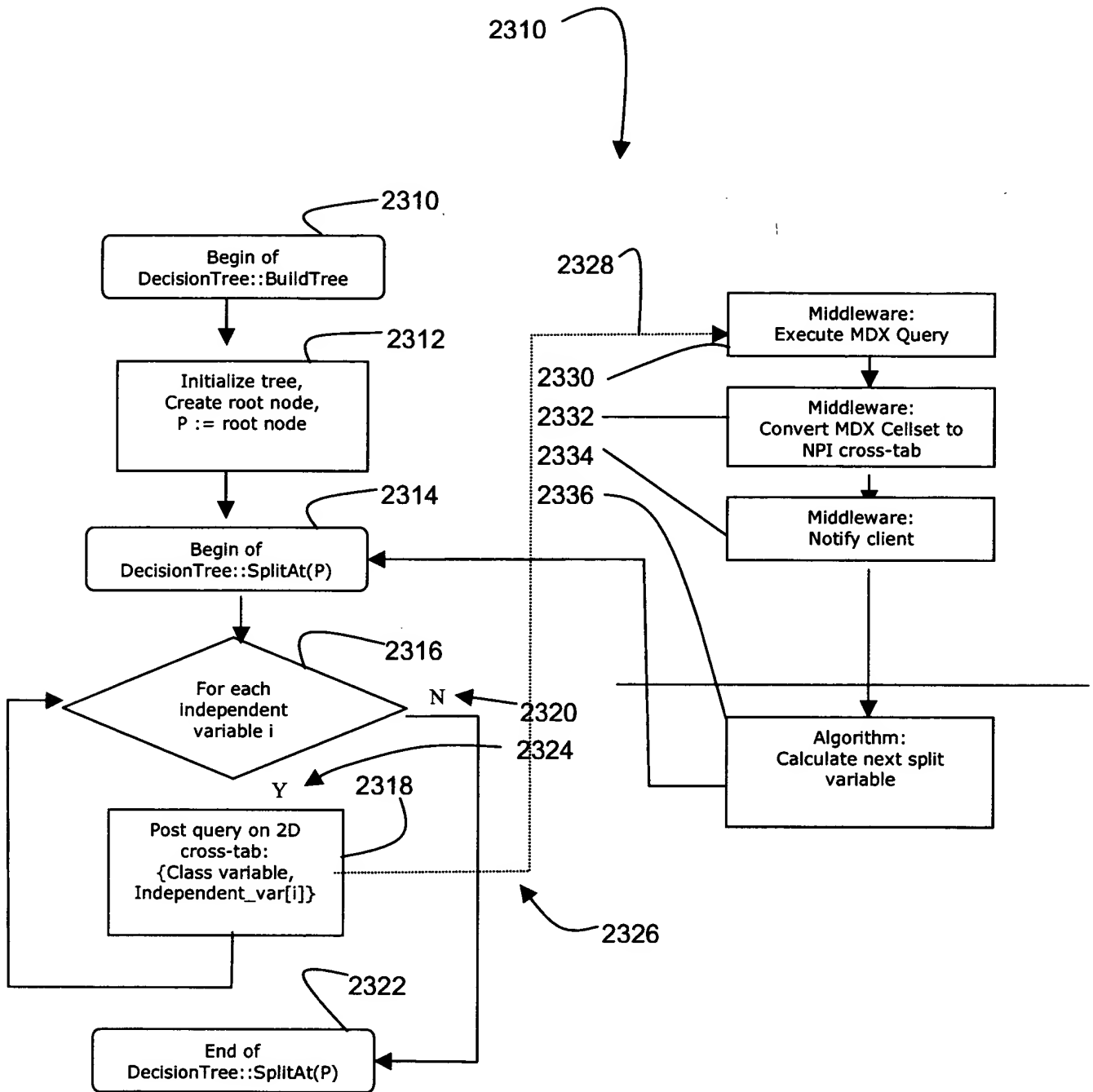


Figure 23



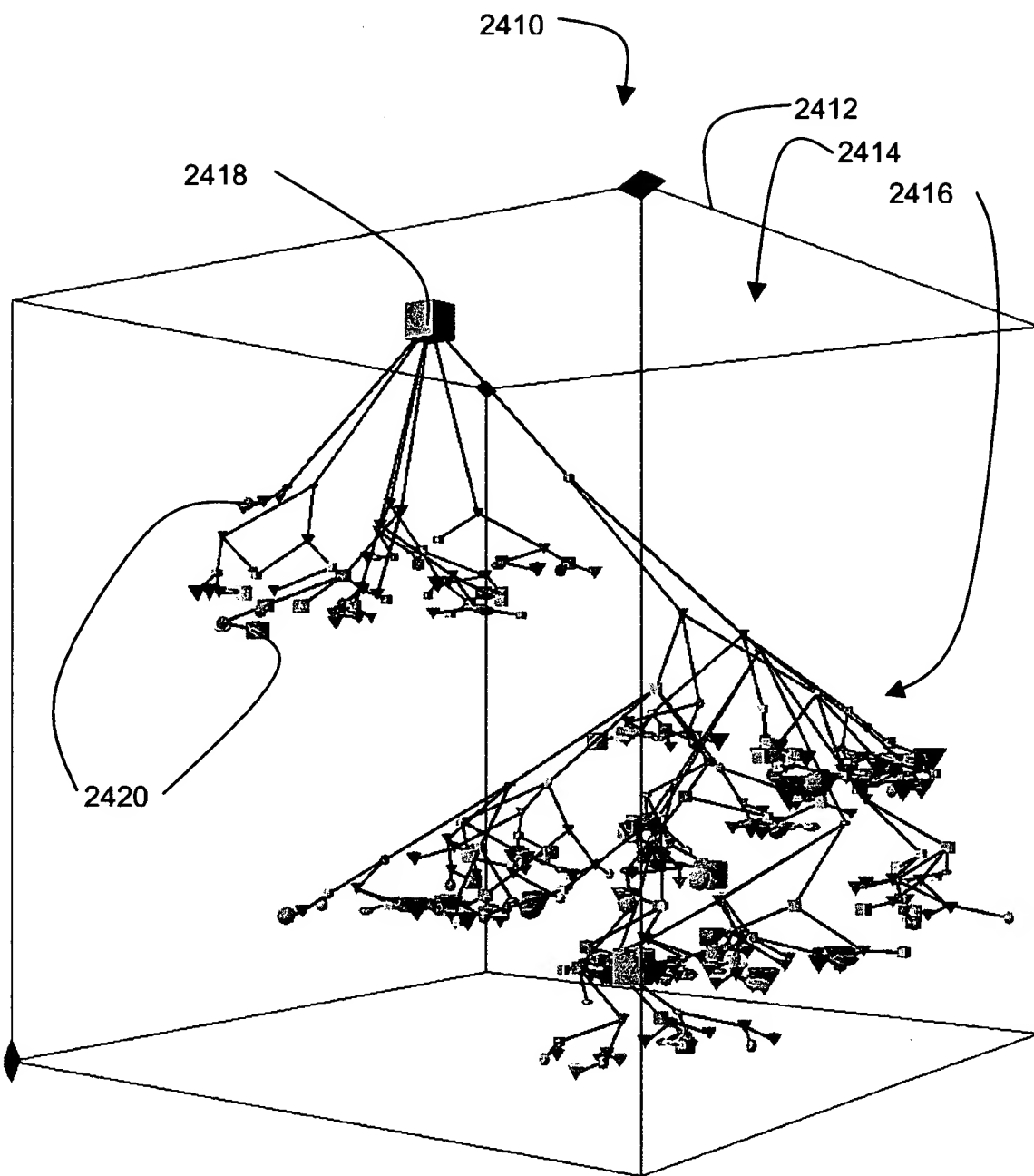


Figure 24a



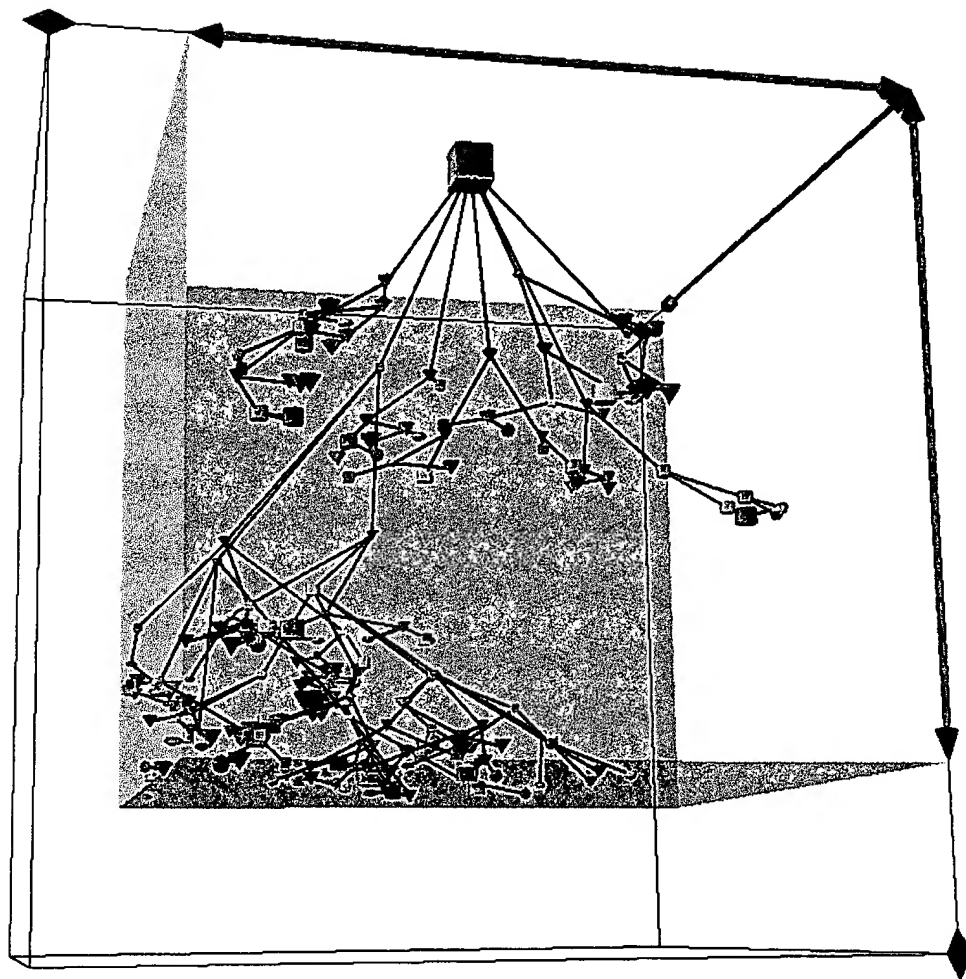


Figure 24b





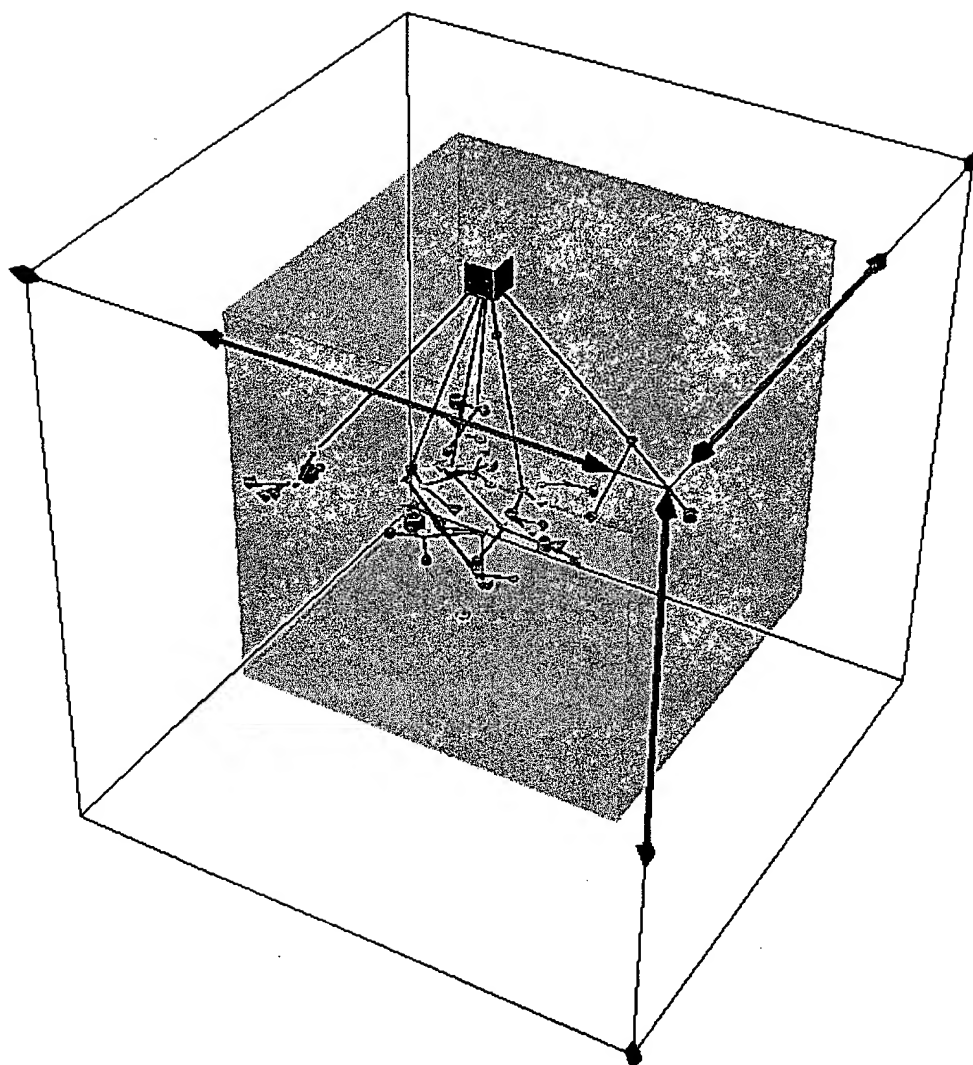


Figure 24c



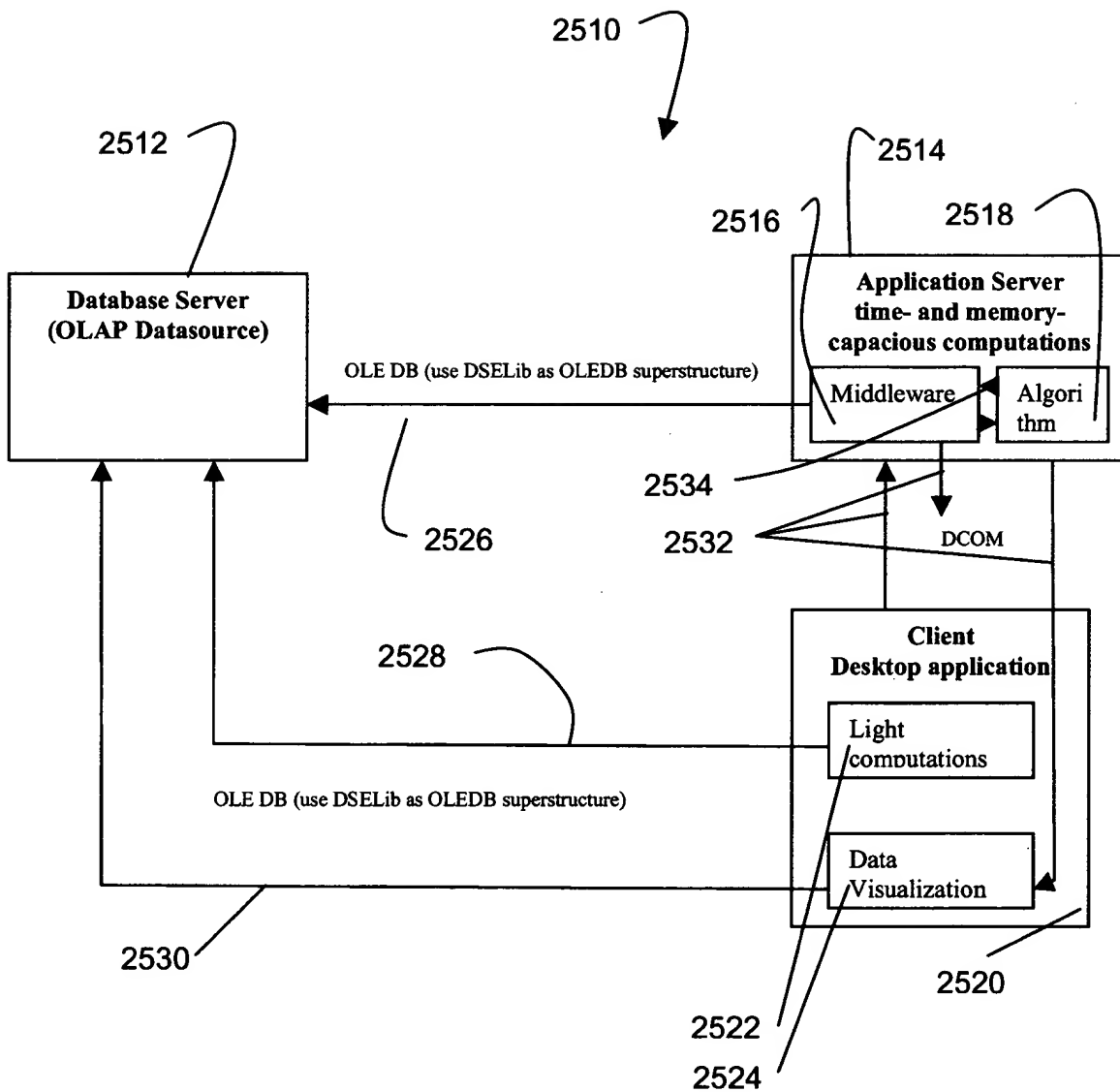


Figure 25



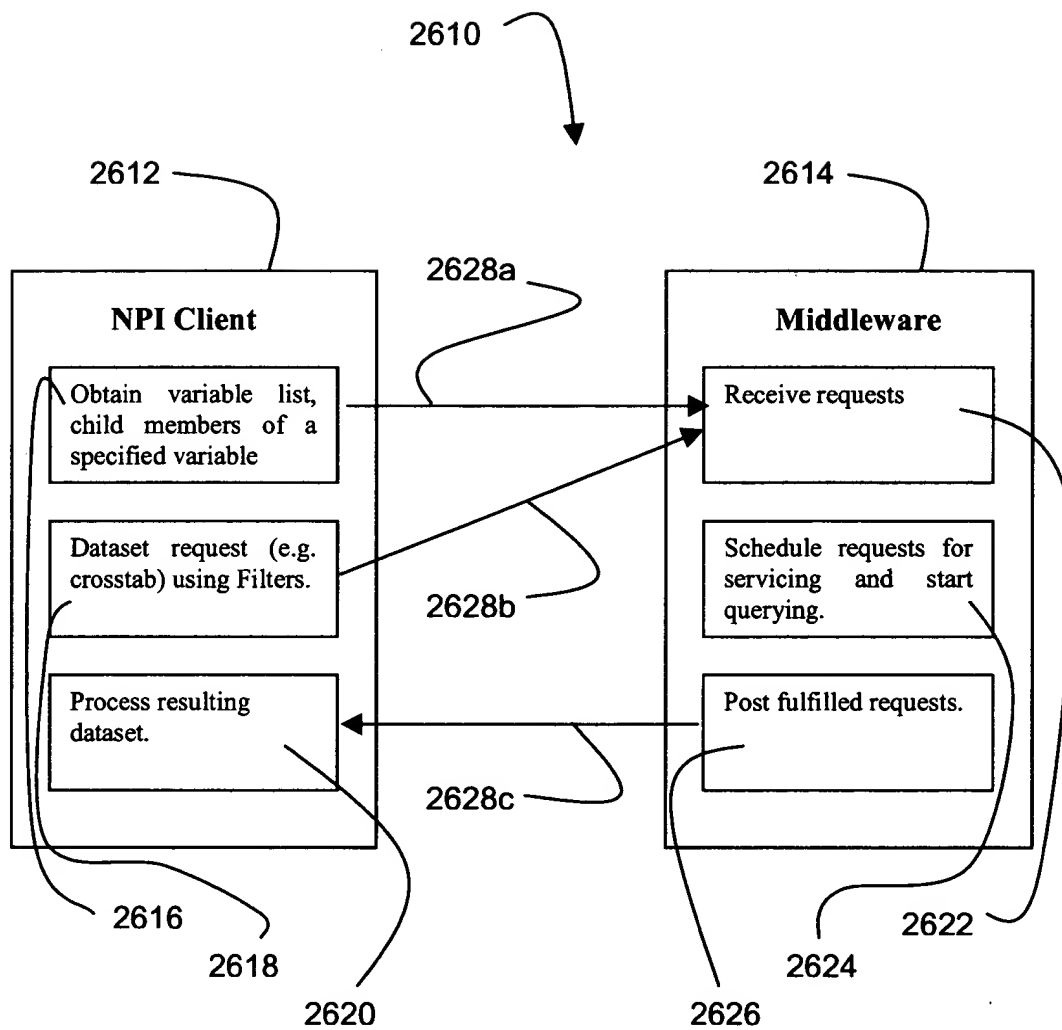
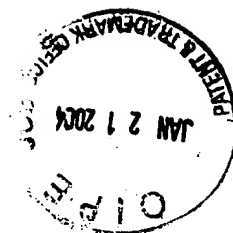


Figure 26



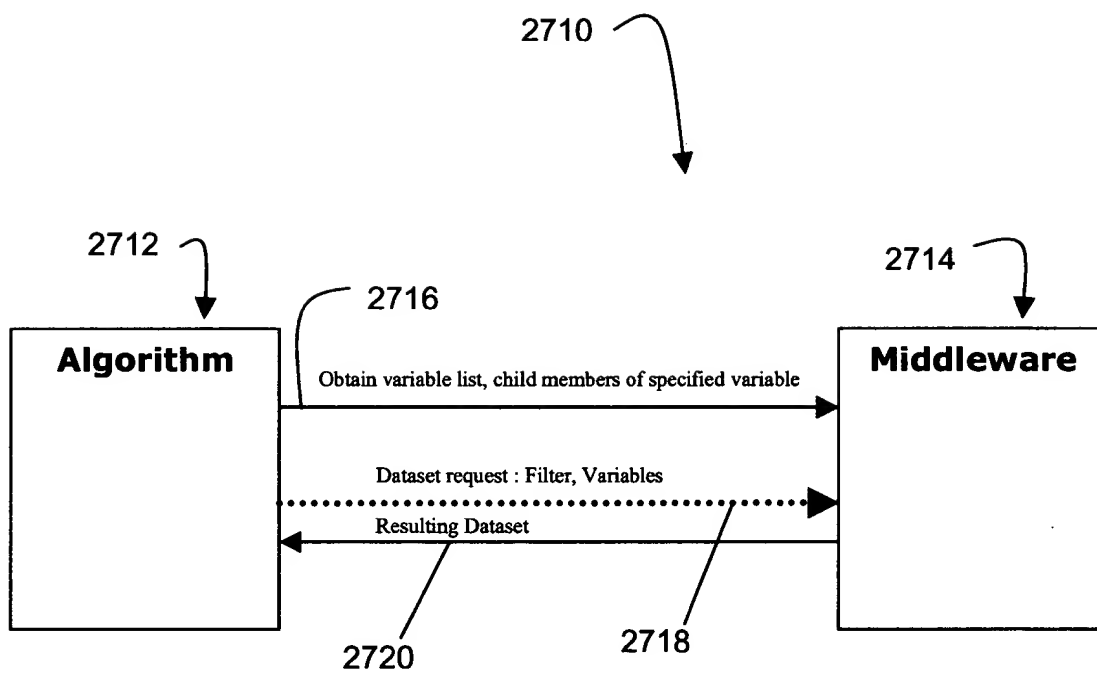
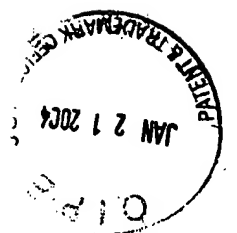


Figure 27



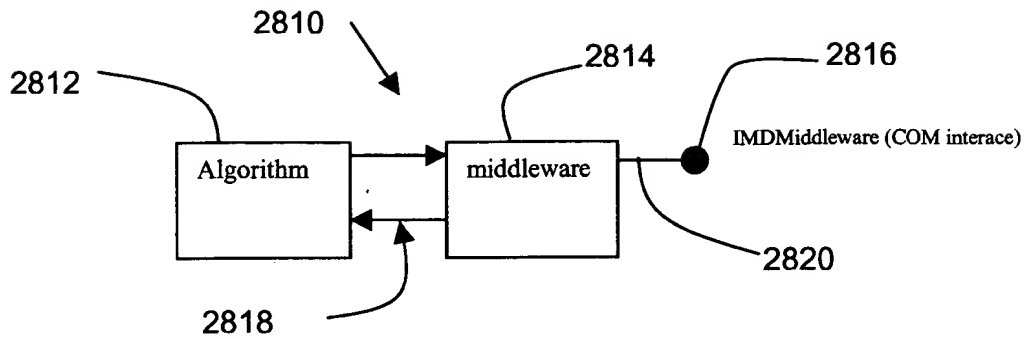


Figure 28

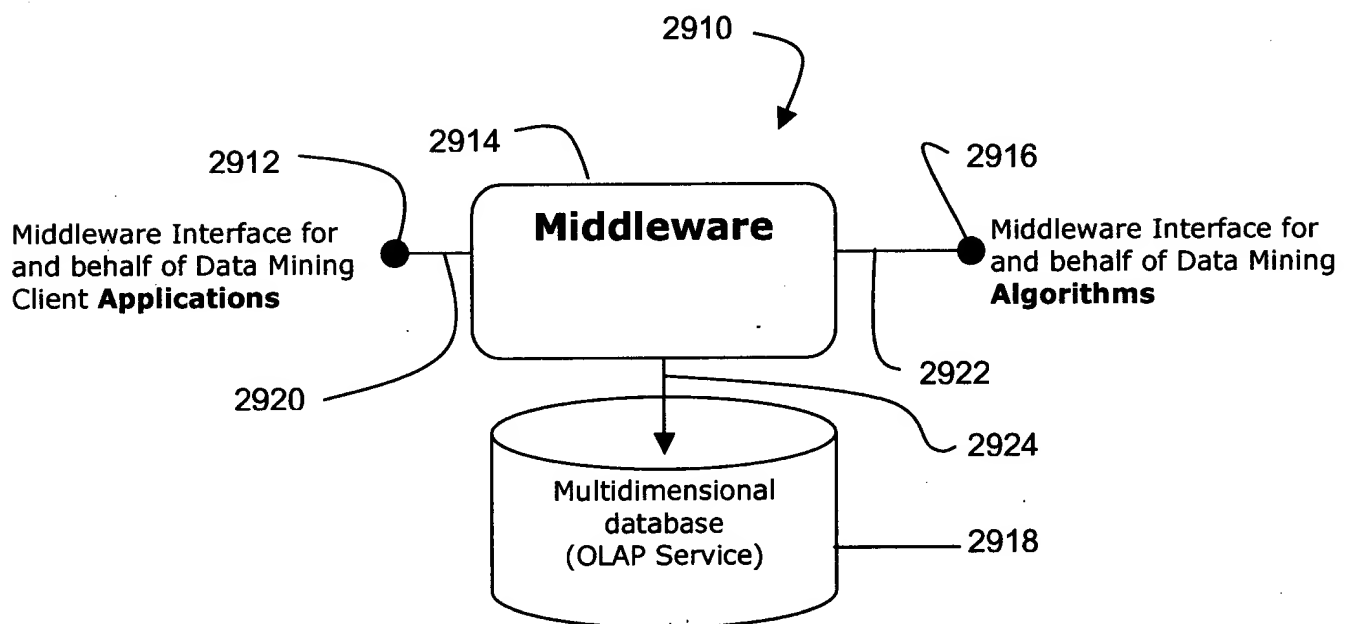


Figure 29

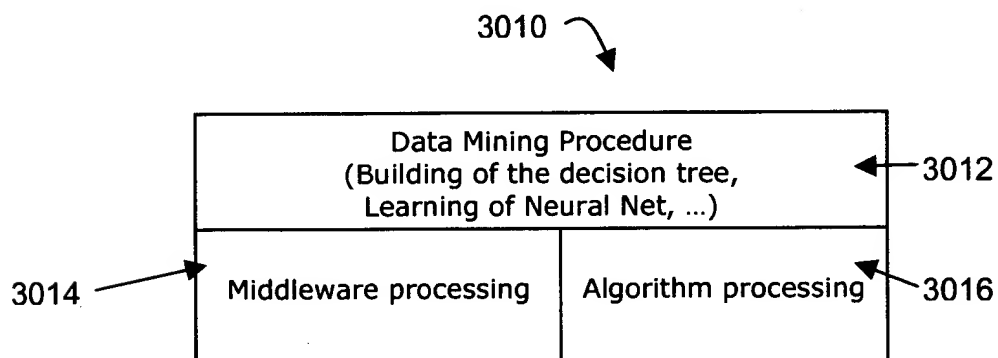


Figure 30



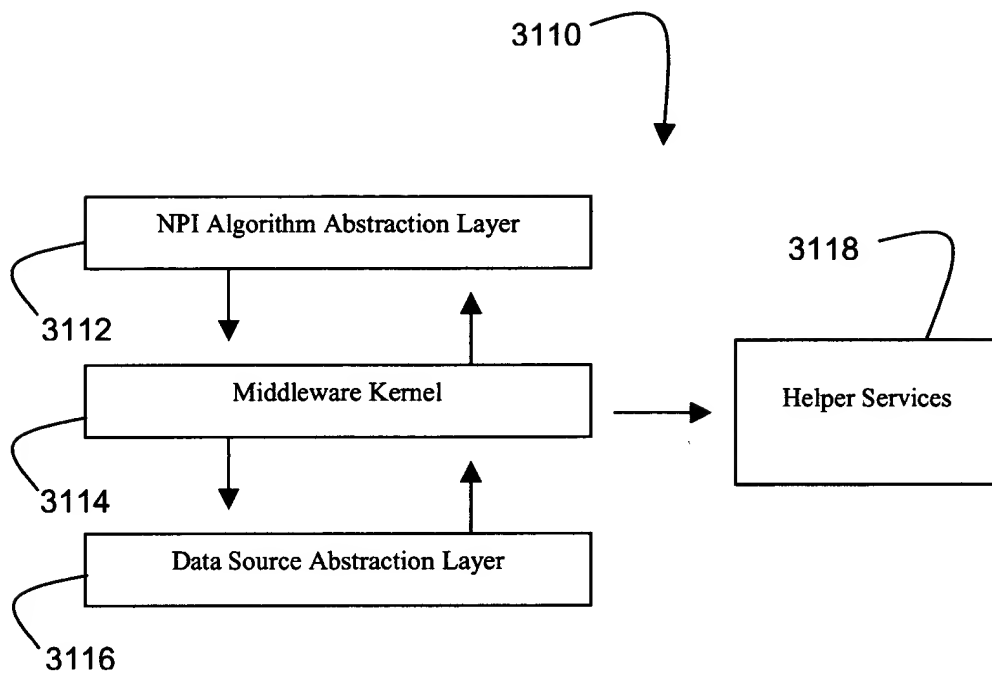
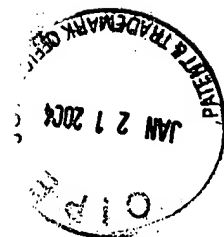


Figure 31



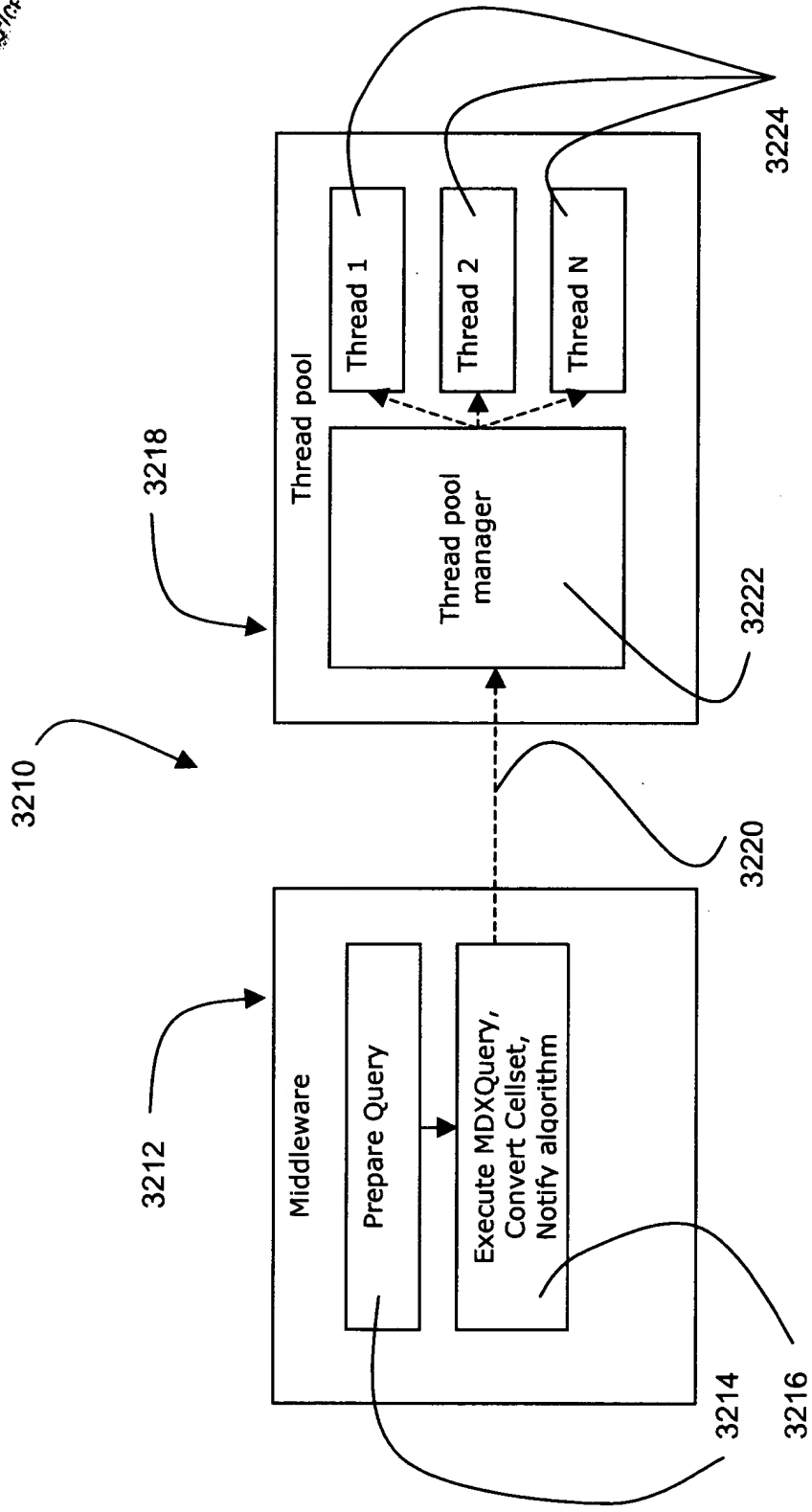


Figure 32

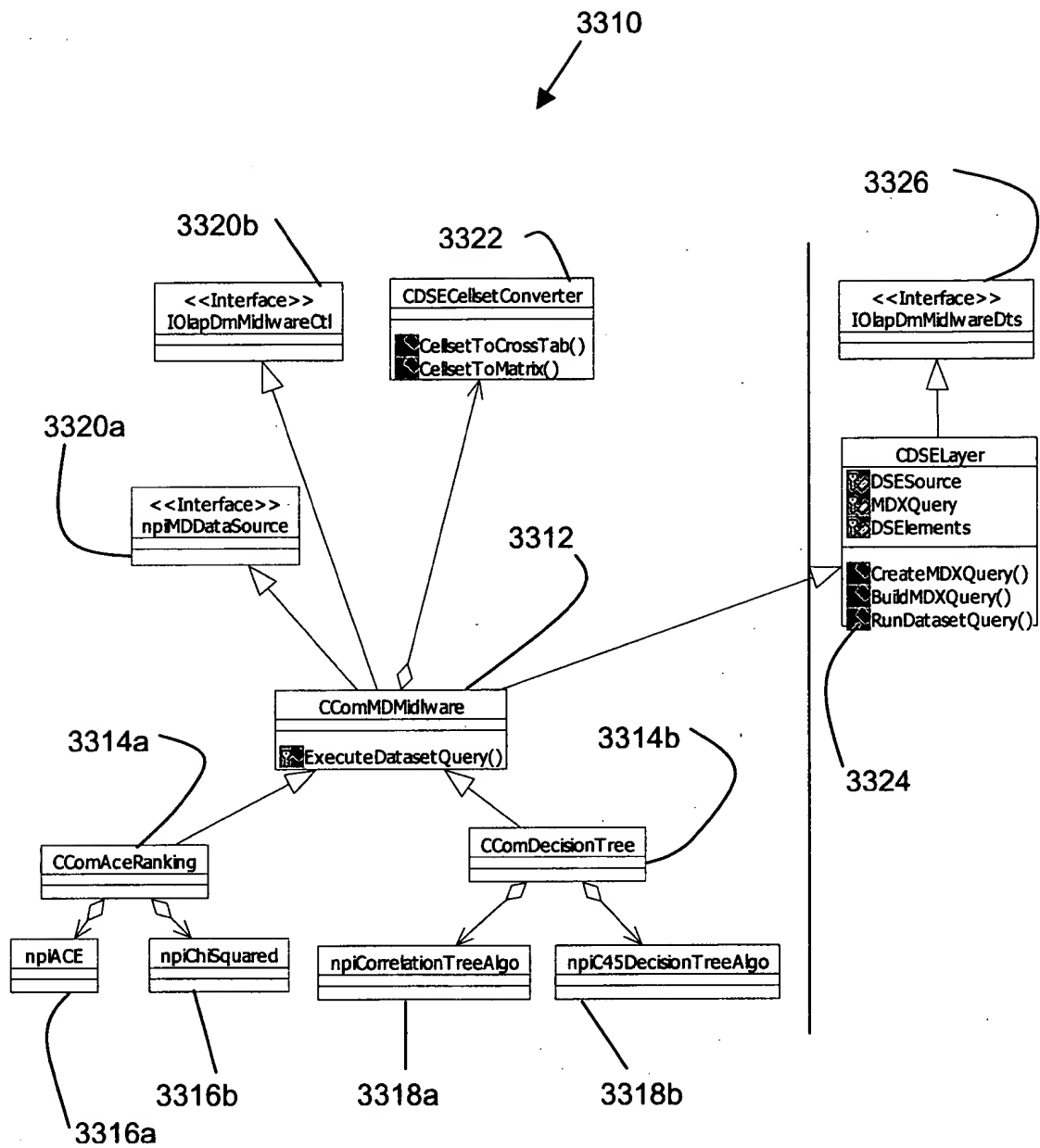


Figure 33





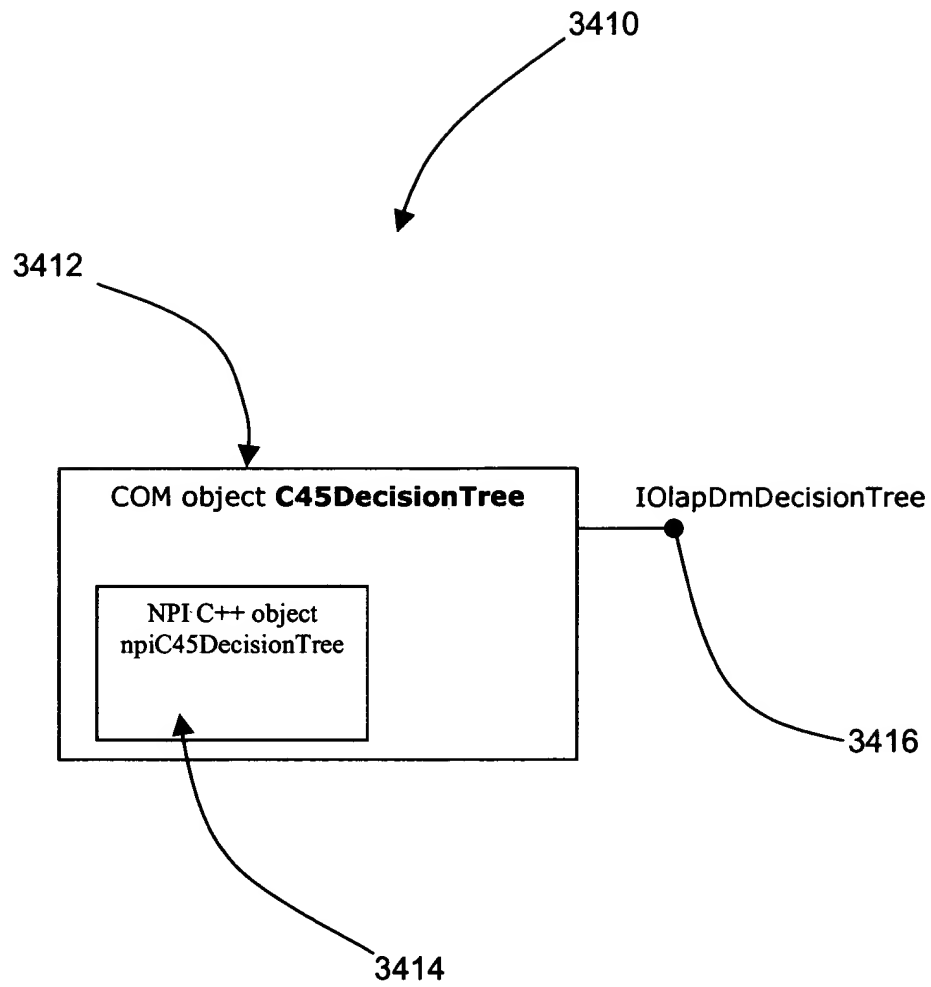


Figure 34



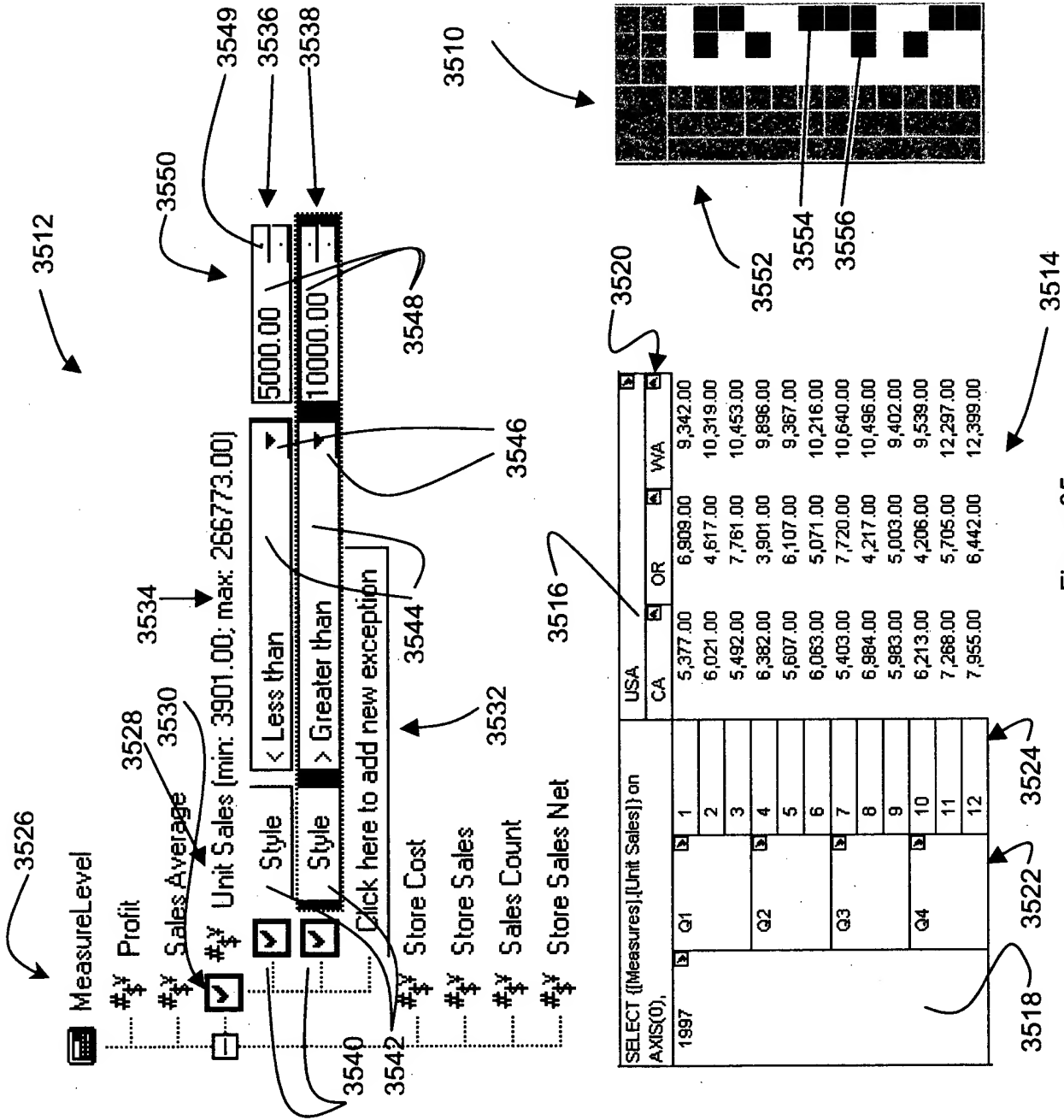


Figure 35



3610

3614

3616

3622

3624

3626

3626

3620

3618

3612

		Drink		Food	
USA	OR	Alcoholic Beverages		Snack Foods	
		Beer and Wine		Snack Foods	
		Beer		Pretzels	
		Albany	28.00		21.00
		Beaverton	24.00		10.00
		Corvallis	63.00		44.00
		Lake Oswego	26.00		16.00
		Lebanon	117.00		35.00
		Milwaukie	27.00		25.00
		Oregon City	22.00		8.00
		Portland	36.00		11.00
		Salem	38.00		28.00
		W. Linn	21.00		16.00
		Woodburn	58.00		19.00

Figure 36

<div> </div>		Correlation	<div> </div>
Cross-Tab Description		Score	<div> </div>
Products = Beer & Pretzels, Customers = OR, Education Level = Partial College, ..., Measure = Count		0.9901	

Figure 37





S	F	USA	OR	Drink	Food
				Alcoholic Beverage	Snack Foods
				Beer and Wine	Snack Foods
				Beer	Pretzels
			Albany	2.00	3.00
			Beaverton	6.00	3.00
			Corvallis	13.00	12.00
			Lake Oswego	6.00	2.00
			Lebanon	27.00	11.00
			Milwaukie	4.00	12.00
			Oregon City	3.00	3.00
			Portland	5.00	
			Salem	9.00	6.00
			W. Linn	3.00	4.00
			Woodburn	7.00	3.00

Figure 38

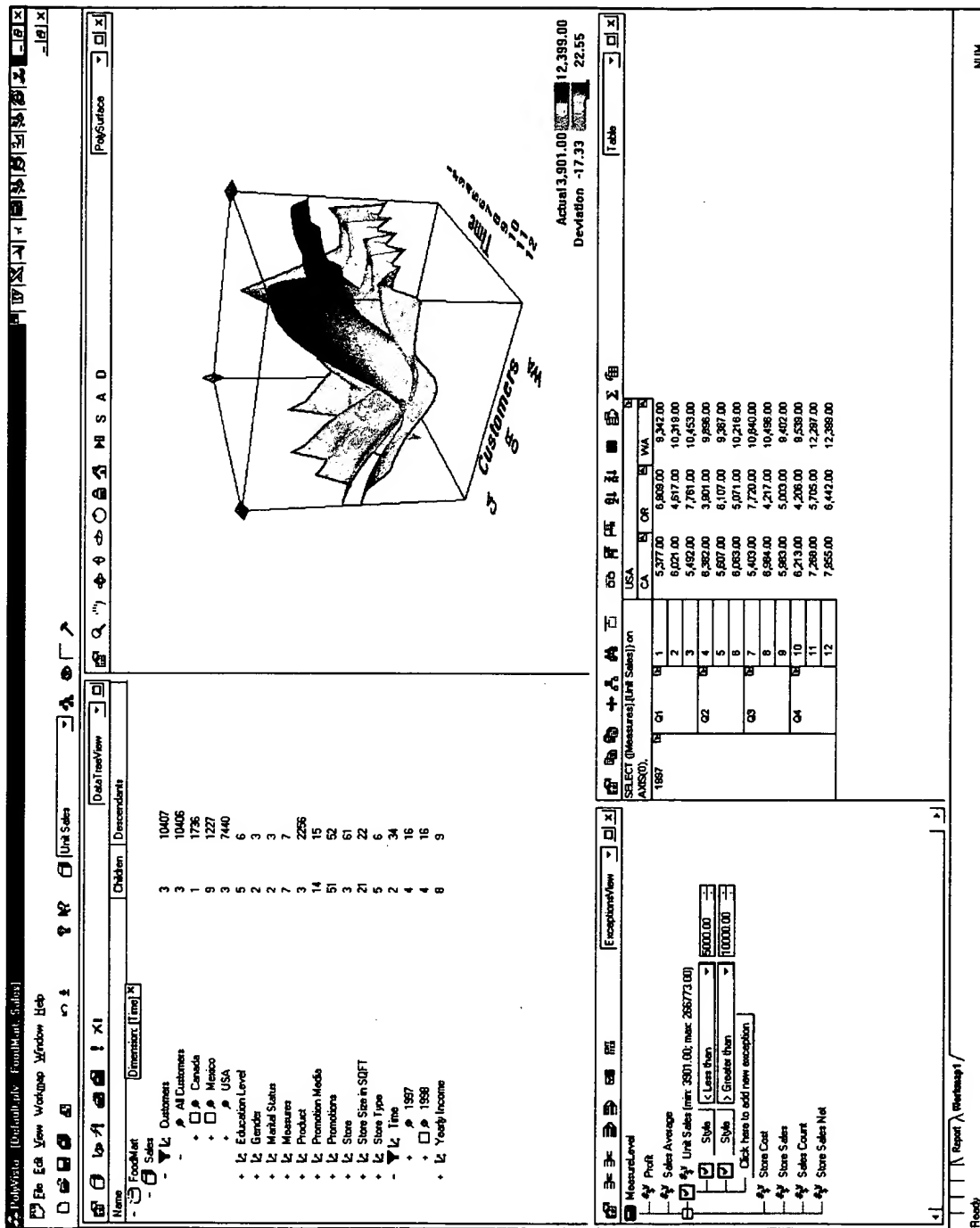


Figure 39

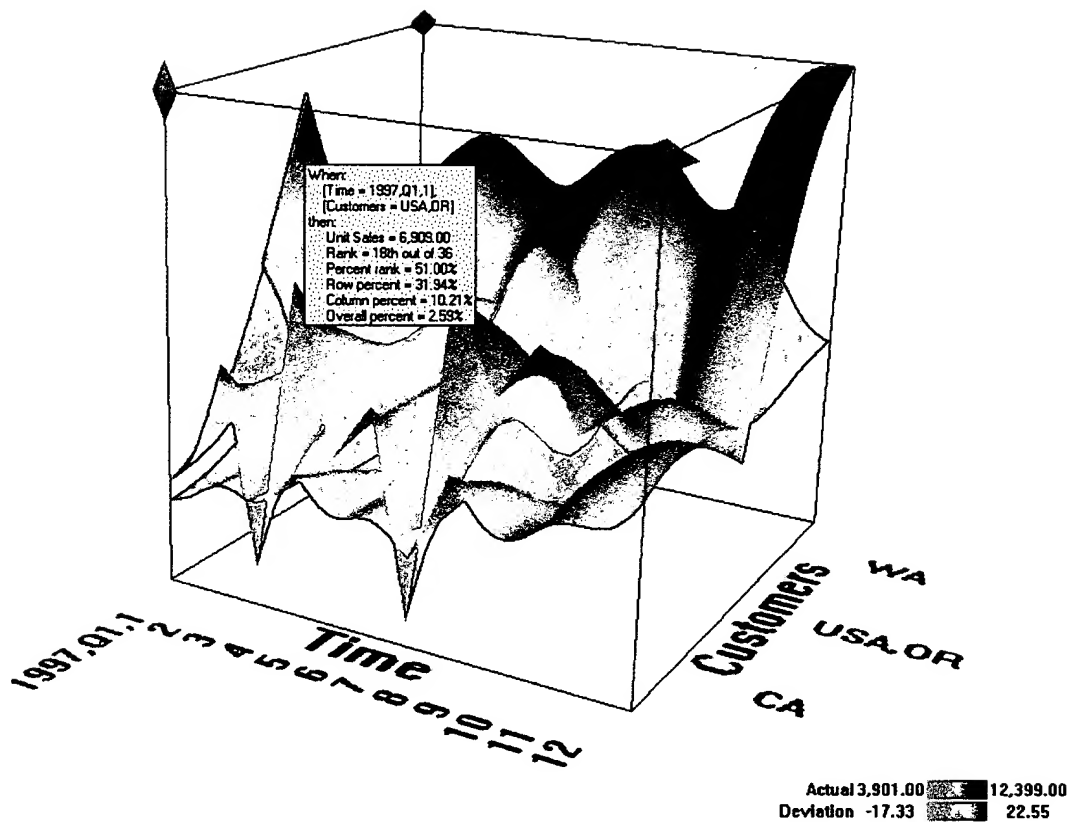


Figure 40



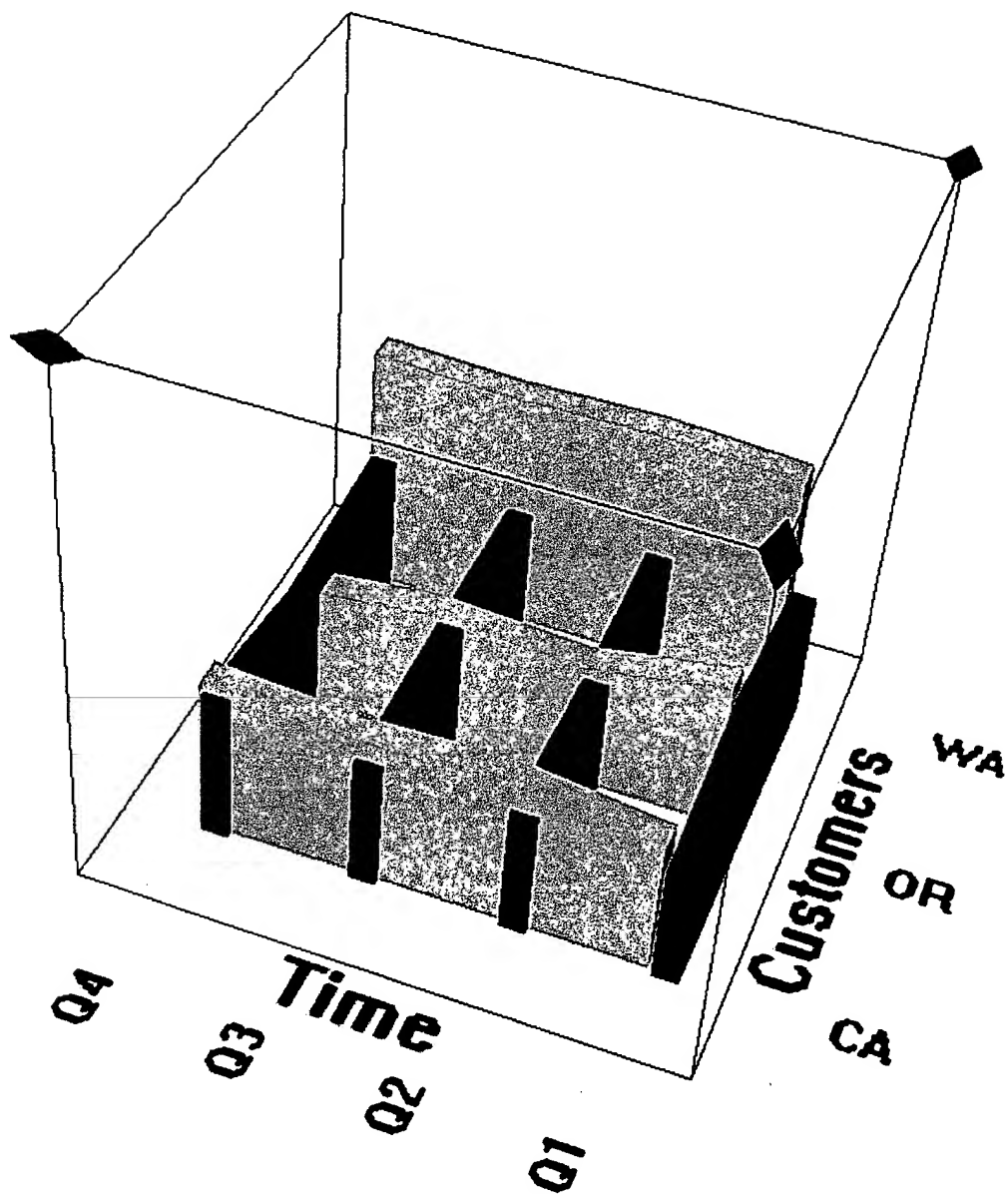


Figure 41





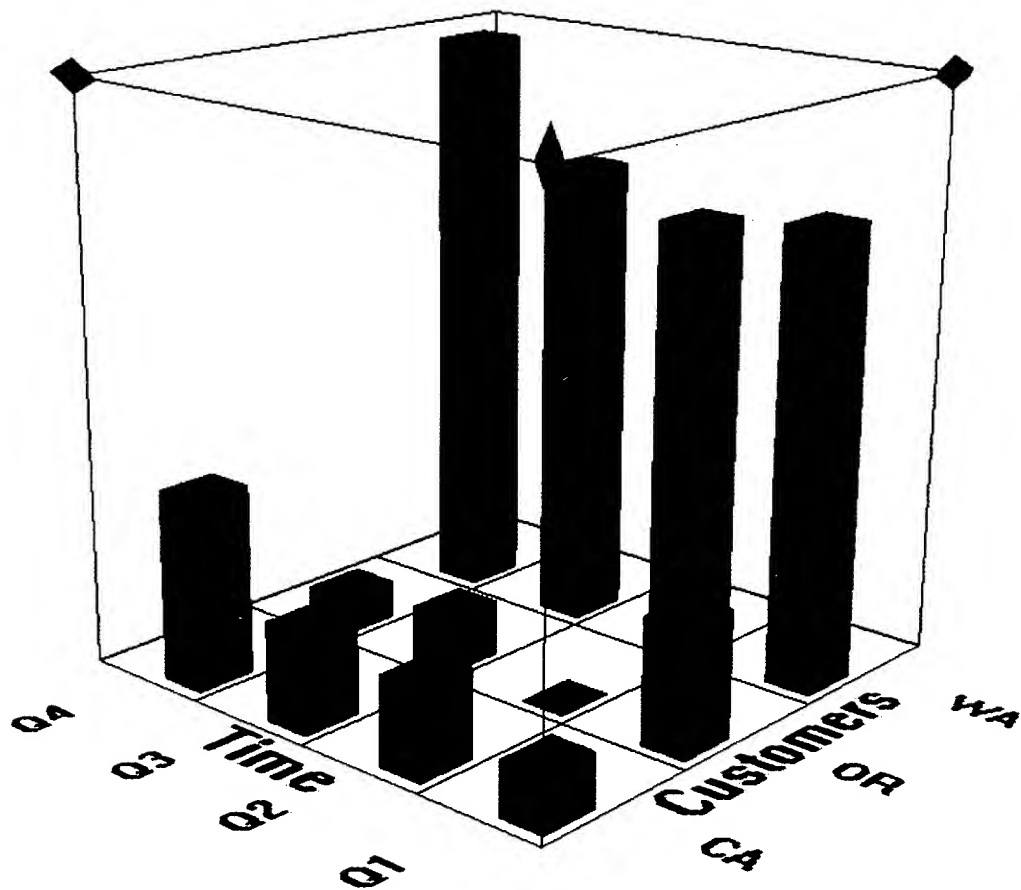


Figure 42



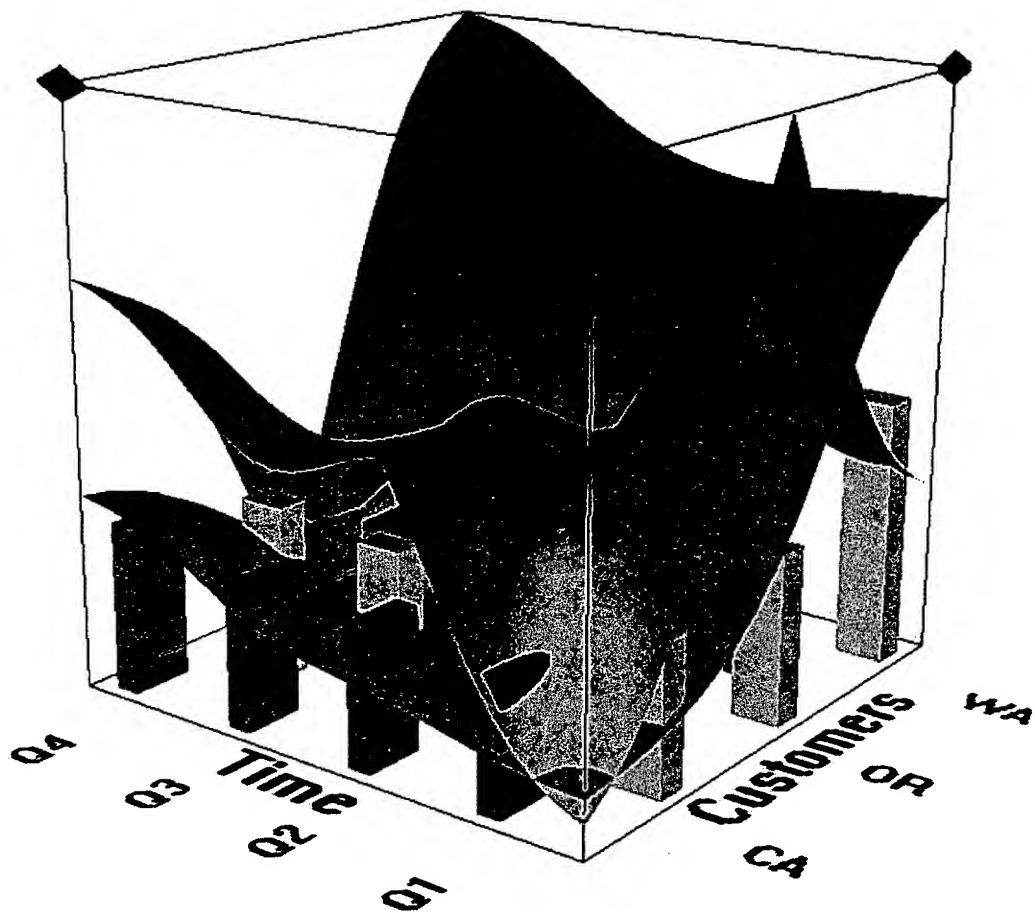


Figure 43



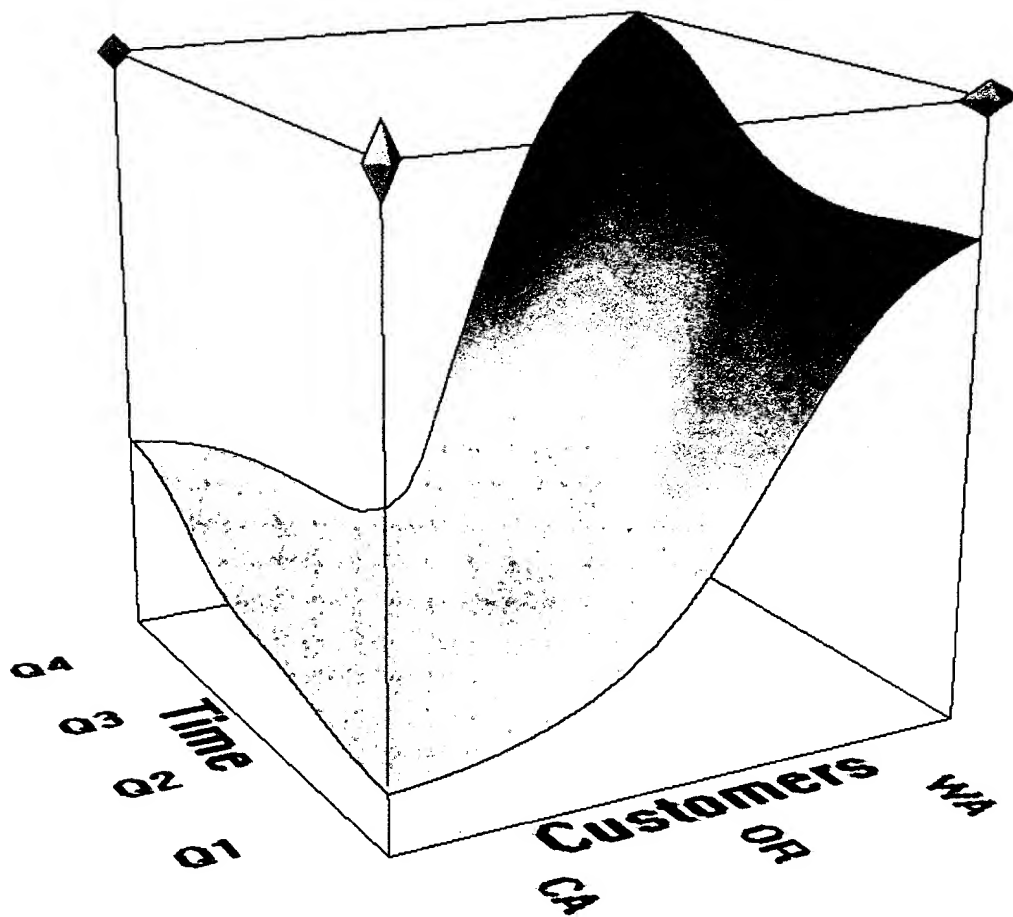


Figure 44a



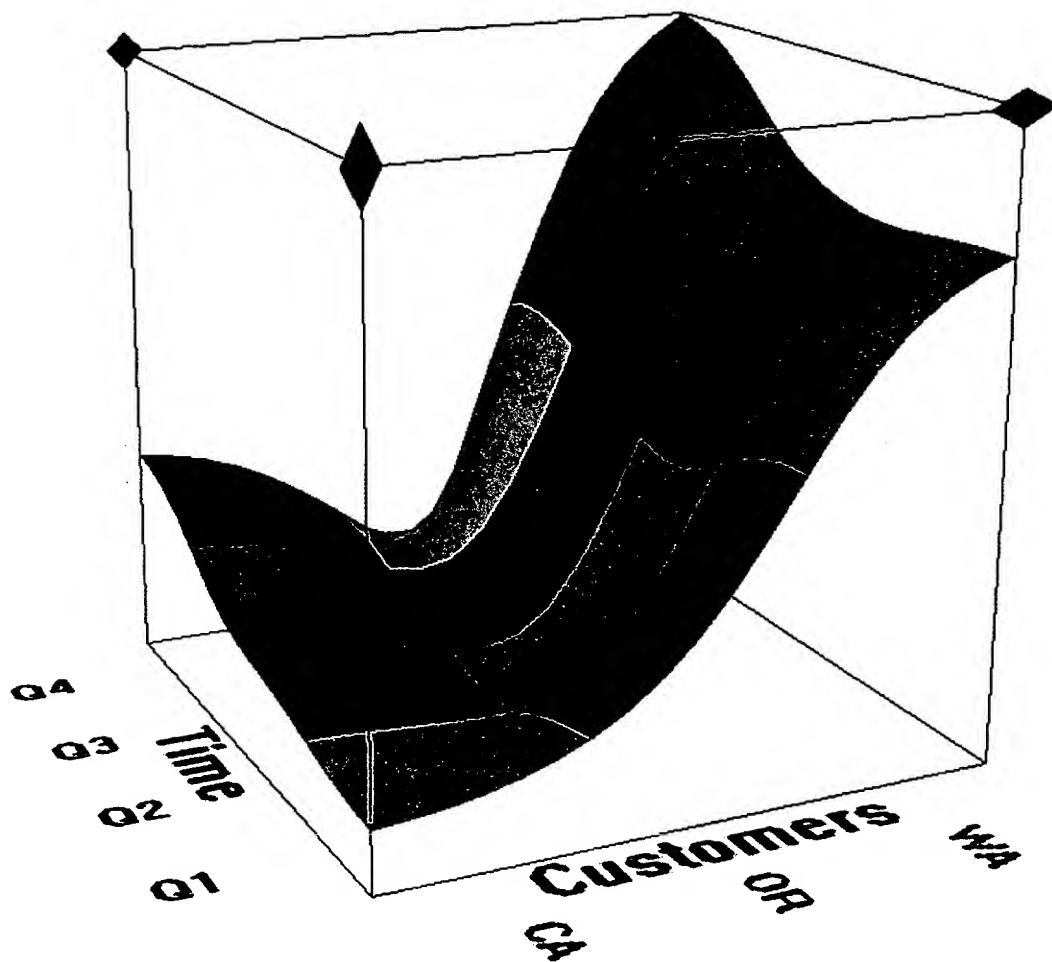
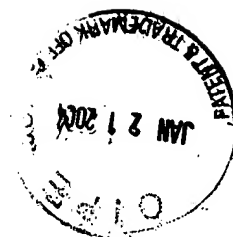


Figure 44b



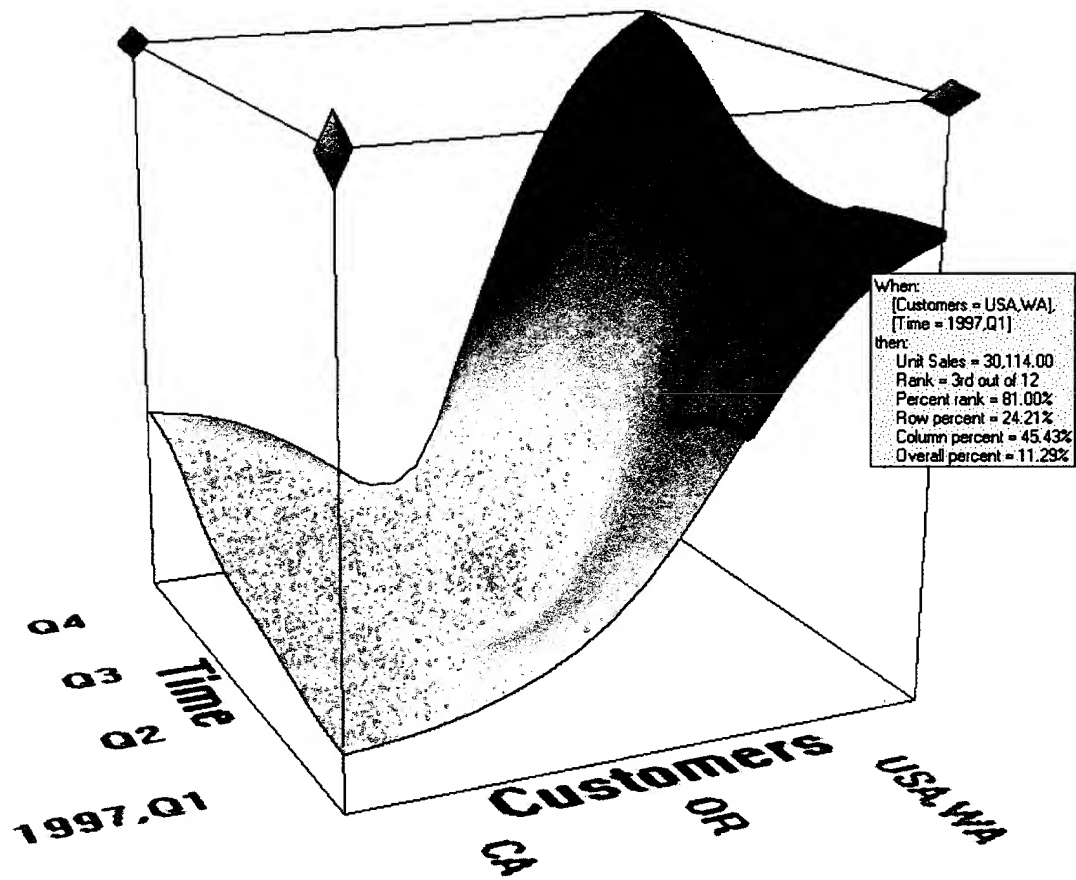


Figure 44c

